

SOPHIE PALMER



Job: Digital Leadership Graduate

Company: The Co-operative Bank

I'm on a Digital Leadership Graduate Programme. I'll complete 4 placements across the Digital team during my two year programme, meaning I can get involved with anything from Analytics to UX to Journey to Optimisation to Scrum teams and more.

Organised

Determined

Energetic

The skills I use most in my job... Organisation

- Analytics
- Communication
- Creativity
- Presentation

The most interesting thing I've worked on in my career so far...As I am relatively new, I haven't been involved in many projects yet. However as a graduate at the bank, I am able to move around and see what different teams are doing (which is interesting in itself). I have recently been sitting in with the Mobile Scrum team and learning about their sprints, it's amazing learning about all the little aspects that go into making a user friendly app.

What inspired me into digital and tech...I managed to secure a Digital Marketing role after university and really enjoyed the mix of creativity and analysis. No two days are the same.

My educational background is...I have a Philosophy and Ethics degree from the University of Nottingham, so no relevant qualifications to a bank or digital at all! Socrates didn't say a thing about API's and Nietzsche certainly didn't blog online... All of the skills I developed throughout my degree, only now I apply them to Digital tasks instead of university.

What advice I'd give to girls thinking about a career in digital and tech...Anyone can work in Digital. It is the most diverse team I have ever had experience in, there are creative, technical, organisational, analytical, managerial and more roles. They have all arrived in the team via completely different routes. The whole world is going digital and so there are new roles being created within the industry constantly, you'll be sure to find your place.