



# Christina

## Digital Marketing Manager

Joined The Parks Trust: 2019

### What do you do?

I am responsible for the day to day management and development of The Parks Trust's social media, website and email campaigns. Every day is different as I work across various digital marketing channels and work with the wider team in sharing our company news and activities.

### What did you do when you left school?

I was unsure what career I wanted to do when I left sixth form so I decided to go to university to do a Psychology degree as it was a subject I enjoyed.

In my second year of university I did a market research work placement which went so well that I was offered a part-time marketing role which I did alongside my final year at university. The analytical and interpersonal skills I gained as part of my degree have helped me to develop my digital marketing career.

### Why did you want to work for The Parks Trust?

I wanted to joined The Parks Trust so I could work on a meaningful brand which makes a difference to Milton Keynes.

### Describe your career journey so far.

I was previously a Digital Marketing Manager in the drinks sector before joining The Parks Trust.

I joined The Parks Trust as a Digital Marketing Manager but my role has grown over my time with the Trust as I now manage a Digital Marketing Apprentice and a Digital Marketing Executive.

### What skills or qualities do you need to be successful in your role?

You need to be creative, an analytical thinker and a good communicator.



### My words of wisdom...

I didn't even know marketing was a career option growing up. You will find there are so many exciting paths you can take.