

PENELOPE SILVER



Job: Founder

Company: ElevAIte

As a single mum of 17 years with ADHD, I've turned my passion for AI into a mission. Inspired by a chat with a Tech CEO, I now teach businesses how to leverage AI simply and effectively, bridging the gap with relatable, jargon-free workshops. Empowering others is my joy through storytelling.

Inspiring	Casual	Motivating
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The skills I use most in my job...AI Education and Training: Expert in teaching AI concepts in a relatable, easy-to-understand manner.

- **Communication:** Excellent at breaking down complex ideas and engaging diverse audiences.
- **Multitasking:** Skilled at managing multiple responsibilities, honed from years of single parenthood.
- **Empathetic Listening:** Attuned to understanding and addressing the needs and concerns of others.
- **Entrepreneurial Insight:** Deep understanding of the challenges and opportunities for small businesses and startups.

The most interesting thing I've worked on in my career so far... The most interesting project I've worked on so far has been building my first no-code automation tool—a case law summary analyser. This project was a significant milestone as it made me realise my capability to create impactful solutions and get paid for it! It was incredibly rewarding!

What inspired me into digital and tech... I've been a Social Media Manager for over a decade. To upskill, I completed a Digital Marketing Level 3 Diploma with Basecamp Skills. When ChatGPT launched, I became fascinated by AI. My mission is to make AI easy and accessible for everyone.

My educational background is... I studied BSc in Dental Technology from Manchester Metropolitan University and hold certifications in Data Science and Prompt Engineering from Vanderbilt University. My skills are honed through formal education and extensive hands-on experience in AI, social media management, and a Digital Marketing Level 3 Diploma from Basecamp Skills.

What advice I'd give to girls thinking about a career in digital and tech... Don't wait until you're 48 like I did! Dive in early and don't be afraid to explore. Digital and tech fields are constantly evolving, and there's always room for fresh perspectives. Embrace your curiosity, seek out learning opportunities, and remember that your unique journey can start at any age.