RACHEL BICKLER

Job: Graduate Account Manager

Company: Auto Trader

I'm currently on rotation learning about all aspects of the business from new clients coming on board with us up until working alongside a business to help them achieve their goals.

Caring	Fun	Outgoing

The skills I use most in my job... Communication/ People Skills

- Resilience
- Persuasion
- Empathy
- Commercial skills

The most interesting thing I've worked on in my career so far...I think the most interesting thing I've worked on so far is the stock offer – working to try and reach a target as part of a massive team was really rewarding for me.

What inspired me into digital and tech... The 21st century world is all about digital and tech - we've all got to move with the times. I think it's important to be clued up on the digital world to succeed in today's day and age.

My educational background is... Newcastle University: English Language and Linguistics BA Hons (2:1). Masters in Media and Journalism (High distinction).

What advice I'd give to girls thinking about a career in digital and tech... It's the future. Don't be put off or think it's a male lead world anymore - it isn't. Many companies are investing in us as females and how powerful we can be. It's the best thing I've ever done coming into a digital career as it's given me so many new skills which are applicable both in work and home life.