



## MEMBER STORIES

**Shelby O'Brien**

**Marketing Manager**

**Hanson Wade**

### Day to day life

As a marketing manager, my role is focused on end-to-end marketing so for the most part I'm sending out emails across my campaigns, optimising our paid media channels and identifying new ways of increasing our leads. I also collaborate a lot cross-functionally with my project teams to help diagnose any issues we're facing, identify any gaps within our data and brainstorm new ideas for our channels and messaging.

Marketing strategy is my favourite part of marketing, I love delving into data, analysing channel performances, coming up with new ideas and presenting my plans to the wider team. Training is also another part of my job that I enjoy as it allows me to share my knowledge and insights with my colleagues.



## What gets you out of bed in the morning?

I'm a collaborative person who loves problem-solving, so there's no better feeling than waking up to a new challenge, being able to diagnose the problem and see our results pay off.



## How would you describe yourself?

I am a team-player, very organised and hard working which are key drivers to success in my role and the industry. But I am a sociable and down to earth person, I'd like to think that a lot of my colleagues, friends and family know they can come to me when they're having a bad day or need some advice.

## Secret to success?

Networking. Since joining the events industry, I have built up a really strong network of people, and it's safe to say I wouldn't be where I am today without my LinkedIn and contacts. The events industry is close knit and it's so nice to reunite with familiar faces during awards evenings and industry events.

## What were you doing before you came into the industry?

Before coming into the industry, I was at university studying for my undergraduate degree in marketing. I am fortunate that I fell into the industry when I was 21 as a marketing assistant on my year-long placement year. Once graduating, I joined back at my placement company where I worked my way up to a Marketing Manager. I never expected to work in the events industry but haven't looked back since - there's no better feeling than seeing your work pay off, and people enjoying attending your events.

## What do you do outside of work?

I am a huge family person, so I try to spend a lot of time with my family outside of work and equally my friends too. You'll either catch me going out for dinner, drinks or doing some retail therapy. I'm a huge dog person as well, so my dog gets all my attention when I am not working.

## Three words as to why you love the industry

The travel opportunities!