



Katye Gaynor

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What led you to the career path you're on now?

My career path changed dramatically in February when I moved from Support Services to Marketing. I am a very creative person and am thriving in a more independent and creative job role. Freedom and expression are very important to me, and I think that was a big inspiration to pursue marketing.

What does a typical day for you look like?

I work a lot on my own, which is ideal for me, so my day consists of checking in on the CRM, making sure all our marketing leads are clean and the info is correct. I have Jira tickets that I work on for a lot of my day, which aim to improve the efficiency and effectiveness of our CRM and its processes. My lunch time sees me eating at my desk and giving my dog, Charlie, cuddles, and hugs. I like to spend the later part of my workday focusing on more creative tasks, such as designing a visual CRM report for my team.

How do you continue to grow professionally?

I am going back to college in September this year to study Psychology. It has always been an interest of mine, but it wasn't until 2020 that I realised I had what it takes to pursue it. I am also in ongoing training for ClickDimensions, our CRM marketing automation tool.

What is a commonly held opinion in your industry that you disagree with?

It is a common theory that those who are “techier”, or IT based are nerdy, shy and unsociable. A few Christmases ago my mother got me a book for Christmas that was named “Things every woman should know”. One chapter described how to get away from the geeky IT guy at the Christmas party, as he talked about his action figure collection. Not only was this book inherently sexist, misogynistic, and problematic, but it basically tried to teach me how to get away from myself at a party, safe to say I don't recommend the book!

What advice do you have for other women interested in joining your field/team?

My advice would be to be strong, believe in yourself and don't let other people change your path. Only you know what you want in life and from your career, don't be afraid to push hard to get what you want. Your gender does not define you, and it shouldn't be relevant in the workplace. Don't let anyone make you feel otherwise..

Who is a woman who has made a positive impact on your career?

Corrina Wynne, who is an Oracle DBA for Version 1, has always helped me to put myself first and to not sell myself short to make others happy. She is incredibly skilled at her role and is an inspiration to me daily. When I take a step back and try to see if I am the person that I want to be, I always find that I compare myself to her.

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