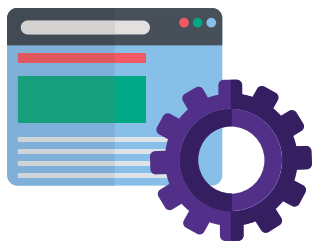


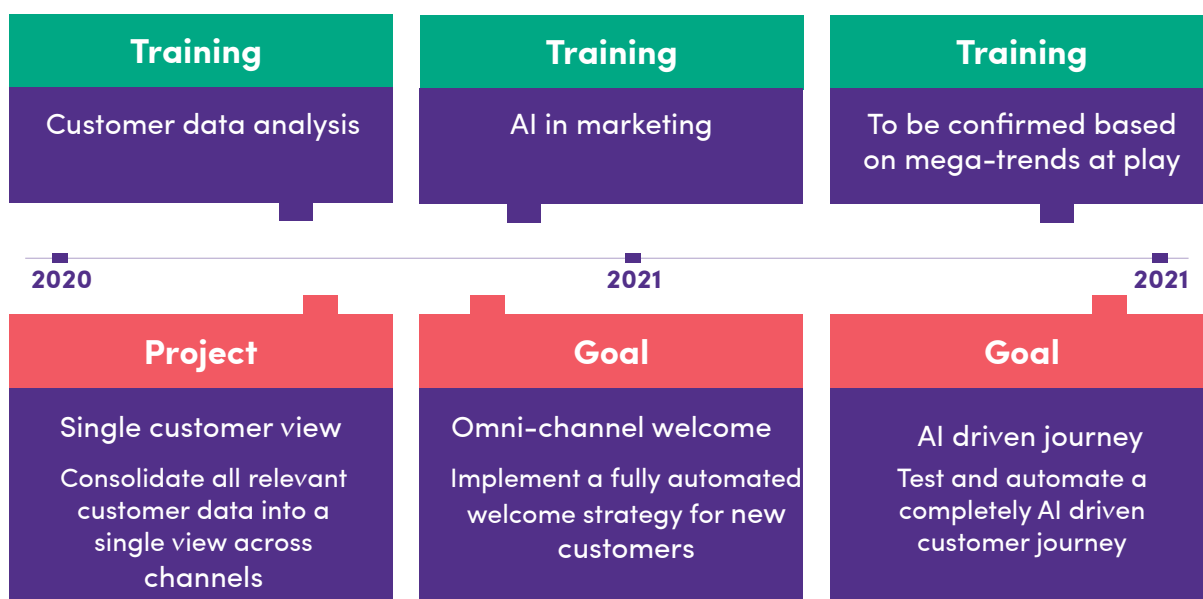


Hi, I am Sara



Martecheter strategist

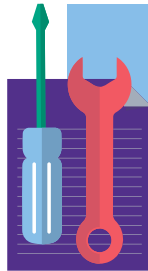
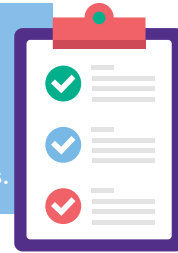
At front and centre of it all, I'm always listening and learning something new; both about my customer base and the technologies that help me communicate with it. I have to keep up with changing demands in consumer trends, meaning new channels or strategic approaches and technology changes which can result in upgrades, shifts in technique or onboarding to new ways of working.



Tasks and responsibilities

Know the customers

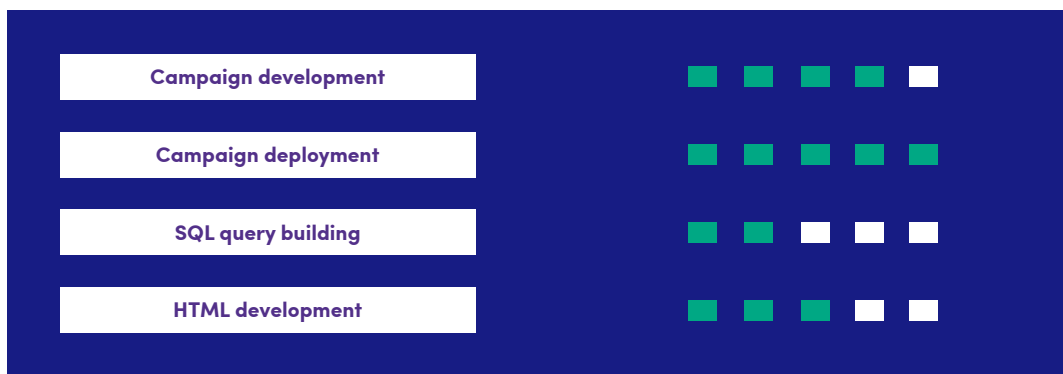
At the heart of what I do is a deep understanding of my customer base. I achieve this via analysis of data patterns and anomalies in reports and via the use of AI to support or challenge my assumptions.



Develop & redefine strategies

I'm constantly thinking about what comes next and if what we have is working...or if it could be better. My job means looking for the holes in our systems, finding groups of poor data, streamlining for efficiencies and seeking ways to better communicate with our base.

Tech skills



Strengths

