

She's RHA Profile – Fianna Hornby



**What's your full name?**

Fianna Hornby

**What's your current role and where is this based?**

Digital Marketing Executive, Auto Trader UK



**What does your role entail?**

Attracting over 365,000 visits a month to our website and assisting our customer squad with servicing over 250 truck customers. This is a tricky job as it means I am always juggling a lot.

Since starting here I have helped build response emails which give our customers data and insight into their Auto Trader advert performance on a monthly basis as well as advising our retailers on digital best practice.

Bringing new audiences to our website is a continual learning curve, we do this by running constant PPC, SEO and social campaigns. I have also found some new ways to target perspective truck buyers such as Facebook adverts which are targeted to very specific demographics such as UK based Lorry Drivers who are fans of Scania trucks.

**What was your career path leading to this role?**

It was a journey very similar to that of Auto Trader. I started off by studying a BA in Magazine Publishing, where I quickly realised that readerships were declining and digital was growing massively. I was lucky enough to have an amazing tutor who taught me how to develop apps in his spare time, which was really exciting for 2009! I gathered a lot of work experience whilst I was at university and decided to look for a job in marketing as this suited my skills set best.

I spent a sometime working on implementing digital into the public sector, but then I decided I wanted to hang up my gloves, stop fighting and work somewhere where digital was always first.

My dad is an avid classic car fan and always used to have copies of Auto Trader lying around when I was younger, but to be honest they fell to the back of my mind. I kept hearing loads of great stuff about the work Auto Trader did in Manchester so decided to apply when I saw a job come up in the Auto Trader Trucks marketing department.

I never considered not knowing about trucks to be a barrier, but my friends always ask me why I work at Auto Trader when I can't even drive. I think you can always learn about an industry, but the skills it takes to do the job are transferrable.

Over the last 18 months, I have learned more about the haulage industry than I ever would've imagined and think the industry gets a hard time, a lot of people neglect to think about how their food arrives at their supermarket of choice, how their clothes get to their wardrobes or even how the bricks to build their house got there, but I find it all fascinating and know we couldn't survive in society today without trucks.

**What do you like about working in your role in your business?**

Everyday there's a new challenge

**What advice would you give to someone starting out in the industry?**

Don't let stereotypes or perceptions hold you back, if everyone was the same, businesses wouldn't represent their customers.

**Why is boosting the number of women in the industry important to you?**

Without the representation of women, industries can't provide effectively for the women they serve.