



## ALYCE - SALES AND MARKETING

Alyce has worked for Matrix for 3 years and looks after our marketing. Working closely with the sales team, she looks after our website and all of our social media channels.

### **What did you do before coming here and what led you to Matrix?**

Before coming to Matrix, I worked in customer services for a company, mostly dealing with complaints and debt collection! After being there for 12 years, I decided I wanted a change, saw the job vacancy at Matrix and applied! Initially my job here was also customer services, but that has changed a bit over the past 3 years!

### **What do you enjoy most about working at Matrix?**

I like that my work is quite varied, and I am in charge of my own workload, which gives me the freedom to choose how I work. Also, Matrix are incredibly flexible and understanding when it comes to family life! As a mum of 3, this is really important and means I never miss a sports day!

### **What does a typical day look like for you?**

First thing, I check my diary to see if I have anything urgent that I need to work on. I then check our social media channels and reply to any emails that I have. Next I will look at the marketing calendar to see what we have planned and what I need to work on next!

### **What are the biggest challenges you face working here?**

Within marketing, the biggest challenge I find is getting people to engage with your content.

### **What qualifications do you have?**

I have a BA (Hons) degree in Leadership and Management and a Diploma in Social Media Marketing.

### **What piece of advice would you give to your younger self?**

If you want something then go for it. If you try and it doesn't work out, it doesn't matter!