



CLARE GEEHAN

DIGITAL DELIVERY MANAGER

**THE
FOUNDATION**

What is your role in The Foundation?

My title is Digital Delivery Manager. I mostly do project management for all things digital platforms – be that a website, analytics dashboard or working with different digital tools for clients. Sometimes I build websites, and sometimes I consult on digital platforms for clients.

What has been career your journey?

When I was leaving school, I wanted to study music and business management. Generally, I wanted to work in the music industry, but in a managerial type of role. I played violin and piano until I was 19, then I quit both of those and then decided to take a gap year while I cared for my grandparents.

After that year I realised I wanted to go to uni and do *something*, so I called the admissions department at Ulster University after seeing a Marketing course and asked if I could apply – I did and I got in.

I started at an agency at the end of my undergraduate, where I worked in client services. But we were such a small team, Client Services meant what you proposed, you were part of the team that delivered it – very hands on.

I started building websites and things like that on WordPress. And after a while, I left there, I went to a bigger agency, where I specialised in digital optimisation. My role as a digital strategist, was to help clients find a better way of using their digital platforms to reach their goals. So, I did a lot of consulting there and a lot of hands-on work too, then after that, I came here to The Foundation.

What other types of work have shaped your career?

I've always worked in agencies, so my role has grown but generally it's been the same business. I do a lot of baking, mainly sourdough baking and this was something that gave me structure throughout lockdown, so I kept it on because especially with hybrid working, it can be a great way to go through your day with a structure to keep motivated (if you know anything about sourdough baking, it's a lot of forward planning and time management).

Quickfire Questions

What do you do in your free time?

I bake, as mentioned, and I cook a lot... like a lot. Other than that, it's just spending time together with friends and family and when they all go on holiday, I get the honour of looking after their pets.

What's the best piece of advice you've received?

Don't let what other people think stop you – do what you want to do, learn what you want to learn and stay curious. It usually works out well because you've stuck to something you are interested in, and hopefully that will help you grow as well.

What advice would you give your 16 year old self?

"Fake it til you make it" – but do it proactively, don't rest on your laurels, get out there and learn how to do things you're telling everyone you can already do (because

everyone's pretending to an extent) – it'll motivate you to learn how to do things well and keep growing.

Who has inspired you?

If it was a fictional character, I'd say Leslie Knope from Parks and Recreation because she just is relentless. She's passionate about something and there's not one person that can get in her way. I love that.

In real life, I would probably say my best friend Sinead, because she is the hardest working, smartest, most caring, and most generous person. From a young age, she's been the primary carer for her Granda, she's in her second year of a PhD, teaching at the Belfast met, owner of two enormous dogs, and she's getting married. And even with all of that going on, she never ever misses the Wednesday night pub quiz where she often dominates! So, that would be the person that inspires me the most.