

# NI Maths Role Models

**Magda Bojda**  
Internal Communications Specialist



**A|M|S**

## Job Role

I work within AMS, a large international corporation. We have thousands of employees around the world, so I help ensure that all our employees are informed about what is happening within our company. For example, so they can find out what events they can take part in or what changes are happening within our business. I do this through writing email newsletters, updating our internal website, or creating guides.

## How Did I Get Into This Role?

I worked at AMS for a few years before starting this role, but I had a strong interest in writing and staying informed about what is happening within our company. That's why I joined the Internal Communications team.

## Career Journey

I studied International Business at the University of Liverpool, and after I completed my degree, I took on various roles related to marketing and Internal Communications, as I've always had a passion for being creative.

## How I use maths - In my role

Mathematics is utilised in gathering and analysing sets of numbers. For example, I collect analytics from the email newsletter I send every week to see how many employees have opened the email, which stories they were most interested in, and which regions our colleagues live in are the most engaged. I compare these numbers each week to identify any increases or decreases and interpret this data to spot any trends that can influence my future email plans. The primary tool I use for this is Microsoft Excel, which helps me keep these numbers in one place.

## Relationship with maths

I have never been a fan of maths; I have always preferred humanities subjects. That's why I have chosen jobs that mainly involve a lot of writing and creativity. However, even in these roles, there is always an element of maths. I have learned to embrace it because these numbers help influence my future plans and show whether what I am writing is appreciated by my audience.