



Matthew Soakell

PPC Team Trainer

your
future
matters

Job title / brief description of what you do:

My role is training our PPC team, whether that's the initial training of new staff members or the wider group who manage our client's accounts. I also speak at various events around the country on behalf of [Mabo](#).

How did you get into your job?

I started working life as an apprentice for a music production company in Newcastle, so I'd travel up to Newcastle every day and worked as Marketing Assistant for two and a half years. From there, I joined Mabo and started life here as an Account Manager, before being promoted to a new role of Senior PPC Trainer in April 2018. I'd highly recommend apprenticeships as I knew university wasn't for me - it can be great, but it's not for everyone. I wanted a taste of what working life was like at the age of 18, so really appreciate the chances I got as an apprentice and how it set me up for the rest of my career.

What personal qualities do you need to do your job?

Passion, enthusiasm, eagerness to continue self development. I spend my days writing, teaching and researching, as well as managing my own pot of clients and their advertising, so I am always needing to be aware of the latest features and developments in the world of paid search so that I can teach our PPC team and also implement that same strategy in my own accounts.

Who has been the most influential person in your life for helping you to get where you are today?

I'd say two people, one of which I've never met; firstly the American author, speaker and former church pastor Rob Bell - how he communicates and writes and thinks has influenced me more than anyone in a sense of trying to hone a craft and be passionate about what you do. Secondly, I have a very close family friend - almost like a second father figure - who's a senior lecturer at Teesside University who's mentored and worked with me on self development for many years. It's great to have someone like that who you can talk to and go to when you need advice.

What would you tell your 16 year old self if you could go back and give them some advice?

Don't rush, do less but do it better; don't try to be all things to all people. You're not going to be able to please everyone, despite wanting to. Stay true to yourself and who you are. Simplicity is key and less is more.