

When Joy was 9 years of age, there was a huge earthquake in Pakistan that affected 10's thousands of people. Joy took this to heart and used her 'play shop' she'd been given as a Christmas present to set up a sweet shop, selling sweets to raise money for the earthquake appeal.

She has since gone on to visit people in India helping at an orphanage for children who all have been affected by AIDS/HIV and whose parents have also died. Joy has been to India 4 times now.

While at school she did a work placement at a Quarry in their sales office and they liked her so much that they said there would be a job for her once she had completed her A levels.

She did go to join them and worked her way up to sales office supervisor. She also undertook her Level 4 in Business Administration which she successfully passed.

In her early teens, her parents split up which affected her and her younger brother. Although relationship breakups seem common, they do impact and did with her. Despite this she has remained motivated and just before the pandemic lockdown, she went to London and took her diploma in Internet Marketing with the Internet Business School. Now she teaches some of the modules for the very same course at the Internet Business School.

While working with the quarry in sales, she set up her own company JM Digital Online Services. The business has progressed and grown well to the point she needed much more time to devote to it and recently she left the quarry to focus full time on her own business.

She also volunteers each week with a boys and girls club and at the local food bank. Not only that, most mornings she travels down to her brothers and picks him up at 7am to get him to work which is at the same quarry she just left. He has a heart condition which means he is not allowed to drive and there is no public transport. She then comes back to start work for her clients.

You'll find the passion she has to help others is replicated in her business. She genuinely cares about each client and their success.