

WHY I STARTED DIGITAL ONLINE SERVICES (DOS)

From as early as I can remember, I believed business could be more than income, it could be a way to contribute something meaningful to the world. When I was 9, I turned a Christmas present pretend sweet shop into a real sweet stall to raise money for the Pakistan earthquake appeal. It wasn't about the sweets, it was about helping people I'd never met. That moment was the start of a lifelong driver to give back through the work I do.

In my teens, I completed an online diploma in Internet Marketing, and it honestly changed the way I saw opportunity. I fell in love with the idea that a business could grow without being restricted by location, background, or circumstance, as long as the digital foundations were built properly. I became obsessed with how powerful messaging, user-focused web design, and smart systems could completely transform a business. That course sparked the beginning of what became Digital Online Services.

Before going full-time in my agency, I spent years in B2B sales leadership, supervising a busy sales office, and earning my Level 4 in Business Administration. That part of my journey is why I approach every project with structure, strategy, and a focus on execution, not just ideas.

Today, I've guided and trained over 10,000 business owners and entrepreneurs worldwide in AI-powered tools, digital marketing strategy, and online systems that help businesses automate, grow, and scale.

My core beliefs haven't, and won't, change:

- I believe business should create opportunity, not gate keep it, that's why I built an agency focused on real results and clear execution.
- I believe good design should feel simple, not overwhelming, which is the exact standard we deliver for every client.
- And I believe technology should serve people, not confuse them, from AI systems to automations and websites, everything we build is made to work for humans first.

This is the foundation of Digital Online Services, the promise behind my work, and the way I give back to the world, through digital systems that genuinely help businesses grow and make an impact.



Joy Mallard