

## PROFILE

- Experienced account handler and marketing communications professional with great interpersonal and networking skills
- Recently completed a CAM Diploma in marketing communications
- A quick-witted, hard worker, not afraid of a challenge
- Highly organised, with a meticulous eye for detail and total commitment to every task
- A passion for new ideas and a quick learner
- Spanish speaker

## CAREER HISTORY

### April 08 to present

*Freelance PR & Marketing Consultant, Spain*

Clients - Trackdays Spain and Artemis Internet Marketing

- Planning the promotional strategy to launch Artemis Internet Marketing
- Implementing the launch strategy, including placing an in-depth article with Essential, distributing a press release and organising and planning a series of seminars on Search Engine Marketing
- Running a campaign to promote Trackdays Spain's first birthday and widen awareness of the concept
- Press release sent out and featured in publications such as Hi, The Spanish Sun and Costa Tropical News, article produced and featured in Euroweekly and Inside Out Health to date, featured twice on REM. Enquiries increased from 5 a month to 5 a week over the campaign
- Organising the Trackdays and making sure they run smoothly

### October 07 to April 08

*Media Machine, Marbella*

Campaigns Director

- Running the PR team for a wide range of clients including Nikki Beach, Marbella Football Club, Hotel Claude and LPA Spain
- Client handling and proposal writing
- Writing and distributing press releases and articles
- Organising and running press conferences, press visits and events
- Overseeing design work and ensuring work was produced to budget and deadline
- Networking and new business development

### August '05 – Sept 07

*Armitage Communications, Croydon*

Account Manager

- Agency clients include Shell, Nokia, ABB, Sutton and East Surrey Water, Spirax Sarco
- Account Management - Engineering and Industrial B2B & B2C clients
- Extensive client handling experience, including client presentations and meetings, liaison with design team, printers and suppliers
- Copy writing – press releases, articles, direct mail and advertising copy
- Media relations and PR – editor relationship building, article placement, press release and article production and event organising
- Managing and implementing Direct mail campaigns – planning, creative, copy, mailing house and print liaison
- Web and e-marketing projects – working with the web team to produce websites, e-shots and advising on e-marketing strategy
- Advertising planning and campaign management
- Newsletter production – editorial meetings, content management, copy writing, proof reading, print and mailing house liaison
- Events organising – product launches, customer events, press visits, social events
- Networking and new business development

### Jan.'04 – August '05 IMechE, Westminster, London

*Events Manager*

- Liaised with technical advisers from many different fields to create programmes and produce events
- Researched a wide range of markets and locations
- Organised conferences, seminars and social events
- Sourced speakers and recruiting sponsors and exhibitors
- Wrote the promotional material and managing the event marketing
- Completed budget responsibility, anything from £4K - £30K
- Wrote reports, recommending changes and improvements