



Joanne McKinstry

McK Marketing
St Andrews Park, Queens
Lane, Mold, Flintshire,
CH7 1XB

Telephone: 01352 706217/227

Fax: 01352 810506

E-Mail: joanne@mckmarketing.co.uk

Website: www.mckmarketing.co.uk

PROFILE

A sales & marketing professional with a broad base of commercial and ethical expertise gained in the pharmaceutical industry, used to solving complex problems and completing projects within cost and time constraints.

Creative and enthusiastic, yet practical and results-orientated with a calm and measured style, Joanne has strong interpersonal skills with good supervisory and organisational capacity. She is a Chartered Marketer, E-Marketer and a winner of a Chartered Institute of Marketing 'SWOT Award for Marketing Excellence'. All activities are:

- Planned –around the achievement of real business objectives
- Results-orientated-to help your business maintain a competitive edge
- Objective-providing an independent viewpoint
- Focused-to ensure a personal and tailor-made service at all times
- Implemented-within agreed timescales and budgets
- Targeted-to meet the real needs of your customers

A special interest area is business development through effective campaign management.

PERSONAL SPECIALISMS

Marketing & Sales: ADVANCED - Advertising; Copywriting/editing; Corporate identity; Direct mail; Event organisation, Market research/analysis; Marketing audit; Marketing communications; Marketing information systems; Marketing strategy/planning; Product/service pricing; Sales promotions/campaigns; Sales organisation/management; Website design & promotion

Specialist Design: ADVANCED - Business literature; Technical writing/literature

Business Strategy & Planning: ADVANCED - Strategic planning/business plans

Human Resources Management: COMPETENT - Culture/attitude surveys; Employee communications; Management development

ADVISORY ROLE(S)

Consultant, Campaign/Project Manager, Coach/Facilitator

INDUSTRY EXPERIENCE

Local Government, Healthcare, Pharmaceutical, SMEs (variety of sectors), Retail (Town Regeneration)

ORGANISATION SIZE EXPERIENCE

Large public sector (1000+)

Medium private sector (300-500+)

Small private sector (5-10)

Sole traders

QUALIFICATIONS & TRAINING

Chartered Marketer
E-Marketer
Diploma in Marketing
BSc in Biochemistry
Lay Panel Member/Chair for NHS Complaints Handling Procedure in Wales
Lay Member – Clwyd Justices Advisory Committee

PROFESSIONAL MEMBERSHIPS

Chartered Institute of Marketing - Full Member

LANGUAGE ABILITY

Conversational French & German

OVERSEAS EXPERIENCE

Market research projects into a number of overseas markets

CAREER SUMMARY

1. McK Marketing Consultancy – Partner, established 1991

Key Achievements to date:

- Successfully developed & implemented a series of marketing communications campaigns for the Welsh Development Agency (now Welsh Assembly Government) & other public sector bodies in North Wales
- Developed system for effective monitoring and evaluation of major events programme
- Provided 1-1 marketing advice and support to new business start-ups
- Marketing mentoring provided to senior managers in established businesses
- Specific experience gained within Environmental sector and Town Regeneration work
- Achieved & maintained Individual Chartered Marketer status each year from 1998/99
- Awarded CIM 'SWOT Award for Marketing Excellence' in 1996 for business development work at Warrington Community Healthcare (NHS) Trust
- Set up a new marketing department in an NHS Trust, developing people and marketing information systems to create a more visible and focused marketing orientation within the organisation

2. Pharmaceutical Industry (Fisons plc, CP Pharmaceuticals, Weddel Pharmaceuticals)

- a) Product Group Manager, Community Business Group 1986-1991

Key Achievements:

- Successful national launch of a new range of branded, original packed medicines
- Pricing policy set on an ongoing basis with gross contribution effectively managed on a range of over 400 products to achieve strategic targets
- Commercial field sales material regularly produced for retail and wholesale promotions, including telemarketing campaign and promotional videos

- b) Regional Sales Executive, Northern Ireland 1978-1986

Key Achievements:

- Territory sales developed from a zero start, to sales in excess of £520K in the last full year
- Promoted to Senior Hospital Representative (1984)
- Weddel Representative trophy, for the most meritorious sales performance (1983)
- Weddel Award for Professional Selling, for individual excellence and achievement (1982)

