

	Katrina Morphet KAM Marketing Associates Limited	Tel: 0870 122 0070 Fax: 0871 661 1148
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SUMMARY

Marketing Planning and Communications, including marketing strategy, mentoring, copywriting, public relations, corporate identity, literature and web design.

PROFILE

Katrina is a Marketing Consultant with marketing experience in a variety of industry sectors. A Business Link approved consultant and a Chartered Marketer, Katrina works with organisations to bring about a marketing focus and thereby help grow and develop their businesses.

Assignments are widespread from business and marketing planning to PR and copywriting. Katrina 'bolts on' her expertise to an organisation's existing team and resources to improve their image and business performance.

PERSONAL SPECIALISMS

Marketing & Sales

Marketing strategy/planning, Marketing communications, PR/lobbying, Publicity, Copywriting/editing, corporate identity, Marketing audit, Market research analysis, Customer service, Direct mail, Sales promotions and campaigns, Sponsorship, Advertising, Sales & Marketing training, Product development, Event Organisation.

Specialist Design

Business literature, Technical writing/literature

Business Strategy & Planning

Strategic planning/business plans, Change Management, Benchmarking, Customer Relationship Management, Management Decision Making, Organisation structures

ADVISORY ROLE(S)

- Consultant, mentor, project manager.

INDUSTRY EXPERIENCE

- Sport: Marketing and PR for a Running Shoe Retailer and an Athletics Association
- Health: Launch of an NHS Sports Injury Service, PR for Optometrists. Copywriting and design of Annual Reports for a Medical Research company
- Professions: In house Marketing Manager Role
- Fire Safety: Corporate Identity, PR and Event organisation for Fire Safety Advisers

ORGANISATION SIZE EXPERIENCE

In a consultancy capacity my main experience is with small companies but I have worked with a multi-national packaging company, national firms of Chartered Accountants and the NHS.

QUALIFICATIONS & TRAINING

BSc General Social Sciences Degree – main subjects Business Studies and German, University of Edinburgh 1986

Dip M – Diploma in Marketing, Chartered Institute of Marketing 1988

Chartered Marketer - Chartered Institute of Marketing, 2004

Approved Consultant for the National Business Link Consultants Register since 2002

Effective Mentoring Skills – Business Link Cheshire & Warrington and Women's Business Network, 2004/05

CPD ongoing since 1988

PROFESSIONAL MEMBERSHIPS

MCIM: Member of the Chartered Institute of Marketing

MIBA: Member of the Institute of Business Advisers

LANGUAGE ABILITY

Good reading and spoken knowledge of German (degree level and work experience)

OVERSEAS EXPERIENCE

Short term bank assignments in Germany and Switzerland. Packaging research in Canada and the marketing of robotics the USA – 6 months of each.

CAREER SUMMARY

Independent Marketing Consultant

KAM Marketing Associates Limited: Since August 2004

Key Achievements

- Competitor market research surveys
- Significant press coverage for several clients
- Runner Up in Business Awards for Sports Retail client
- National Fire Safety Week PR Event
- Re-branding for two clients
- Nine Business Link subsidised Marketing assignments

Senior Marketing Consultant

Ultimate Communications: December 2000 to July 2004

Key Achievements

- Commercial sponsorship for an Athletic Association
- Marketing Plans for clients in sport, health and professional services
- Customer Perception Surveys for transport and an Association
- DTI funding for business expansion
- Management of business development team

Marketing Manager

National Health Service: September 1992 – December 2000

Key Achievements

- Award of £100,000 lottery grant for gym equipment
- MOD contracts
- Finalist status in 1999 Hospital Doctor of the Year Award
- Annual Healthcare contract negotiation
- Preparation of various Business Cases e.g. Centre for Integrated Healthcare at Northwich, Day Case Unit at Leighton District Hospital and Sports Injury Surgery Service at Oswestry Orthopaedic Hospital.
- National prime time TV coverage