



MARKETING STRATEGY AND MANAGEMENT EXPERT AVAILABLE FOR INDUSTRY COMMENT AND INTERVIEWS

Name: Sarah Wilson

Title: Client Services Director, Focus Integrated Marketing Communications

Areas of expertise:

- Marketing strategy
- Team management
- Business development
- Planning
- Improving efficiency
- Customer service



Background:

Sarah is a marketing strategy and management expert with a proven track record of achieving a return on investment for offline and online campaigns. As Client Services Director, she is responsible for managing a team of 15 as well as devising marketing strategy and roll out. In addition, Sarah is responsible for company development and has been a pivotal figure in ensuring the sustained organic growth of Focus Integrated Marketing Communications.

Sarah's ability to get under the skin of a business and truly understand its marketing needs has enabled her to lead marketing campaigns which have contributed to measurable results for clients.

Sarah has extensive experience in a variety of industries including property, technology, leisure, not-for-profit and training and development. She is one of Focus Integrated Marketing Communications' home-grown talents and has been at the company since 2002. She joined after graduating from the University of Lincoln with a BA (Hons) in Media Production.

Ends

Contact Points

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Notes to editors

- Focus Integrated Marketing Communications is a leading creative agency and provides a range of services for both offline and online communications disciplines. Established in 1997 and employing 35 staff, the company has an annual turnover in excess of £2.5million and works with a number of established national brands.