

Marketing Consultant: Deborah Rowe

Professional Membership:

Chartered Institute of Marketing
MCIM, Chartered Marketer
Institute of Direct Marketing
MIDM

Qualifications and Accreditations:

MSc
BSc
SFEDI assessed

Specialisms and Skills:

Strategic Marketing
Marketing Planning and Implementation
Communications Strategy
Advertising
Promotional Campaigns
Direct Marketing Management
Market Research
Focus Group Management
Exhibition Stand Management
Design and Print Management
Web Strategy
E-Marketing/E-Commerce
Supplier Reviews
Interim Marketing Management
Team Management
Project Management
Copywriting
Feature Writing

Business Sectors/Industries:

Publishing
Professional/Trade Associations
Professional Services
Conferences
Exhibitions
Construction
Engineering
Small Business
B2B
B2C
Not-for-Profit