

KATE ANDREWS

 Home Farm House
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EDUCATION

1st Class BSc Hons Psychology degree, University of Bristol

4 Grade A A'levels, Aylesbury High School

AREAS OF EXPERTISE & TECHNICAL SKILLS

Strategic Planning
Marketing Methodologies
Process Re-engineering
Digital Marketing
Financial Planning & Analysis Market Research & Analytics
Budgeting & Forecasting
Advertising & Promotions
Account Management
Creative services
Employee engagement
Team building
Operations management
Communications
Website creation
Social Media

INTERESTS

Self development
Architecture and history
Property restoration
Amateur Dramatics
Group singing
Community fundraising
Walking and dancing
Cooking & entertaining

PERSONAL PROFILE

A wise, warm, highly motivated, people orientated businesswoman with diverse skills and experience. Extremely positive, creative and driven to achieve excellence; I relish fresh challenges. Able to work under pressure and coordinate and oversee big budget projects.

Extensive experience in Marketing, Human Resources, creative services, Communications, Strategic Planning and Engagement. Proficient in MS Office, Adobe Creative Cloud and Wordpress.

PROFESSIONAL EXPERIENCE

Aug 2022 – date	SHEQUE	Director (P/T)
Initiation and ongoing management of an online Wedding Dress and Occasion wear shop for women over 40. Responsible for all branding, website creation and development, creative work and digital marketing.		
Sep 2017 – Jul 2022	THE MOTIVATION AGENCY	Client Services Manager / Animator
Design and creation of e-learning modules and related animations. Account management of a very successful face-to-face roadshow training 900 Shell employees – 85% of the UK workforce. Responsibilities for digital marketing and social media. Creation of all e-learning modules for a new Shell retail back-office system.		
April 2016 – November 2016	THE STUDYBED COMPANY	Sales, Marketing & Events Manager
Responsible for marketing strategy, activities and materials. Successfully penetrated into the Education accommodation market.		
January 2006 – March 2017	BUSINESS CONSULTANT	
Working with several client, covering Building Conservation, Mortar Manufacturing, Builders Merchants, Private GP Surgery, Building Surveying, Hairdressing and Canine Hydrotherapy.		
DOCTORnow		
Practice Manager for 5 years then responsible for the strategic direction, marketing and growth of the business, which grew by over 600% over 7 years. Developed Corporate and PGD Services. Responsible for financial Management, IT, marketing, health and safety, patient communications, Legal and HR Functions		
Owlsworth Group		
Total responsibility for marketing, finance and HR for this group, which grew from a turnover of £1.8 million to £3.5 million in 4 years. Conception, design and implementation of all websites and social media. Introduced and managed HR structures, procedures and disciplines. Responsible for overseeing the logistics of relocation.		
Oct 2002 – Dec 2005	THE IJP GROUP	HR and Marketing Director
Responsible for the strategy and implementation of all marketing and HR. Management of budgets and costings of all products. Total turnover grew by 300% in that time. Involved in the creation, business plan, branding and strategy of 2 new companies.		