

**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