



My journey.

I left University with a degree in English & Business with no real consideration on what career I wanted to pursue. Highly motivated, excellent organisation skills and with a love of events I started my career as an event manager for a local agency specialising in private sector events. Four and half years and countless 'Away Days' and 'Gala Dinners' later, I was ready for a new challenge.

I then went on to have 8 very happy years at a marketing and events agency, working solely in the public sector. I joined the company as an Events Coordinator but it was there that I expanded my marketing skills outside of event-based marketing. I then moved into a Project Manager role which broadened my skillset further and embedded my understanding of how marketing and communications is used to successfully engage people in a product/message across all channels..

I was lucky enough to work with some big clients - like the NHS - on significant projects like company rebrands and staff engagement campaigns through to change management initiatives and leadership development programmes. There was never a dull day and I thrived on the variety.

Some years later, I was promoted to the senior leadership team and it's then that I really got to explore and refine my skills as a leader. With a particular interest in human behaviour, I undertook some personal development and successfully completed a Diploma in NLP and also in Motivational Behaviour (and graduated in The House Commons - that was pretty special!).

Then in January 2017, I joined Para-Sols (originally as a Marketing Manager) and with no clue about financial services, let alone paraplanning! However, I knew the principles of marketing and engagement more than most. The real test is how you apply your creativity to a new audience and thankfully, my first project was a rebrand which meant I created a legacy right from the off. My favourite bit about marketing.

My role very quickly evolved beyond just marketing for Para-Sols. I was then also involved in the design and delivery of a brand-new business - Apricity, and the creation and launch of a dedicated graduate training programme - The Grad Scheme. And more recently, the launch of The Verve Group and The Art of Finance. They're all brands that I've developed from a blank sheet of paper

Top tip

For anyone who's considering a marketing role in financial services - the time really is now! It's genuinely a much more colourful place than you'd perhaps first expect. The profession as a whole is on the cusp of revolutionary change - we're seeing the next generation of advisers / planners taking centre stage and the client base they serve are becoming younger as more and more young people seek financial advice.

So, marketing financial services really is a chance to be modern, clever and creative. Every day is exciting. I get to market brands that are making a difference to people's lives and I get to be part of the change. All in the name of marketing - exciting huh?!

VITAL
STATS

Age:
34

Quals:
B.A (Hons)