



### **Experience - a skill set rare amongst Leeds PR agencies**

Today, Nicola's main role is as a PR and marketing communications consultant working in the park home and leisure lodge industries, energy and holiday sectors. She is also an occasional trainer in presentation and sales techniques and has worked with PR agencies in Leeds managing their new business programmes.

Nicola is a top-notch professional offering a range of attributes hard to find at such a competitive price amongst Yorkshire PR agencies; intelligent thinking, creative ideas, a co-operative working style and constant focus on results.

#### ***Career highlights***

Between 1995 and 1999 Nicola was the freelance PR Director of a large marketing communications agency and during that period managed successful PR and market research programmes for engineering companies including Advance International Group, Bulgin and BLP Ltd.

Before that Nicola was Board Director of Leopard Cambridge Ltd, the largest PR and advertising agency in East Anglia in the 1990s. With her co-director, she was responsible for the company's financial performance and for the work of 13 employees. She reported directly to the Group's chairman, based in London. Her major achievements at Leopard included winning significant new business and directing Philips Semiconductors International PR account. Nicola learnt how to deliver value for clients with limited budgets during the early 1990s recession: valuable experience as we emerge from this recession in 2010.

Nicola supports **World Vision's** work improving the lives of people in rural Zimbabwe.

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*"..using a PR consultant like Nicola really adds another dimension and helps peel away the layers."*

**BBC radio producer**

*"Nicola produces timely and thoroughly-researched articles and newsletters which are always well received by our client group."*

**Owner Marketing Manager,  
Holiday Cottages Group**