



Expertise

Like many consultants, Nicola has specific sector expertise:

- park home and leisure lodge industries
- energy services
- tourism
- electronics
- construction

With additional projects across other markets and the public sector.

Her skill set includes:

- communications strategy

(within the wider marketing and business context thanks to her Chartered Institute of Marketing (CIM) studies)

- media relations and events
- market research
- superb writing skills
- training in sales and presentation techniques
- new business strategy and execution
- pure marketing management – taking a role at the heart of client's business

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.

Nicola works flexibly and productively basing estimates on a day-rate of £550 + vat.

Nicola works in a network of similar-minded expert professionals including:

Stuart Lothian of [Lothian Associates](#)

Martyn King of [Graphic Design Partnership](#)

Frances Wells of [FWA Consulting](#)

PRINT-FRIENDLY PAGE

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

Owner Marketing Manager,
Holiday Cottages Group

“Nicola understands how to reach customers creatively. She works out who is likely to buy, where they are and what will interest them.”

Sales Director,
North Dales Leisure Parks.