

Jo Quinney MCIPR Accredited Practitioner
t. 01248 715611 m.07748 155116 e. jo@qmpr.co.uk
Bryn Tawel, 7 Hill Street, Menai Bridge Ynys Mon / Anglesey LL59 5AG

An experienced professional specialising in public relations, marketing communications and social media strategy and delivery. Proficient in marketing, graphical communication, photography, filmmaking, social media engagement and business promotion, including design, with a proven record in project management and relationship building.

KEY SKILLS & EXPERIENCE

Comprehensive skills include public relations and market communications strategy, planning, delivery and analysis for both start-up and established businesses.

Business orientated, able to quickly establish marketing needs and understand a client's customer base in both B2B and B2C environments. Delivering high levels of client care ensuring good communication and constructive PR advice relevant to businesses' goals and future strategy.

Broad knowledge of local and trade press with established network ensuring maximum impact for press release writing and placement. An excellent eye for spotting newsworthy stories also contributor to local press for PR opinion. A creative flare for PR photography by creating interesting images to accompany press releases. Member of the National Union of Journalist valuable contacts are made through regular attendance at the North Wales Coast Branch meetings.

Successful in formulating effective PR campaigns from concept to placement followed by post campaign analysis. Experience of communication design and relevant network of content and product suppliers coupled with degree in design.

As a full Accredited Practitioner and Member of the Chartered Institute of Public Relations working to the highest industry standards, through engaging in continuous professional development, skill sets are expanded and industry trends identified and incorporated. Training and being part of the CIPR North West committee kept skills fresh and to the highest professional standard.

Excellent interpersonal skills developed in team working, and relationship building. With an assured and professional manner making a lively and positive contribution to any team.

Member and Accredited Practitioner of the Chartered Institute of Public Relations, member of NUJ, member of Business on Anglesey, member of Gwynedd Business Network, member of Bangor University Business Club, member of North Wales Business Club, member of North Wales Women's Network and member of Network She.

EXAMPLE PROJECTS

Jo has worked for Culture Action Llandudno, Helfa Gelf Cyf and Anglesey Arts Forum since 2012. These art projects and Open Studio events have thousands of annual visitors. Media engagement, online marketing and links on designated websites have been key to the success of both events.
<http://www.cultureactionllandudno.co.uk/news/> <http://www.bbc.co.uk/news/uk-wales-19493027>

Jo is the marketing and media manager for RibRide Adventure Boat Tours based in Menai Bridge, dealing with press enquiries, creating engaging blog posts and writing news releases. Key measurable figures are their Key Performance Indicators (KPI) and these are monitored monthly.
<https://www.ribride.co.uk/> <https://groups.ribride.co.uk/>

Working in partnership to support a local authority council press office, working to assist the Waste Section to create PR strategy, story spot, photography and work closely with local press to ensure coverage. Recently worked with ITV Wales on the story 'Where Does Our Recycling Go' which aired 10 March 2011 <http://qmpr.co.uk/blog/itv-wales/>

Total project management of FAUN (Refuse Collection Vehicle Manufacturer) Spring Show for 160 delegates including securing 20 paying external exhibitors and all aspects of a promotional dinner dance for 120. Follow up event feedback was positive and sales that year for FAUN Municipal Vehicles increased 23%.

Planning and delivering the events for a networking organisation. Maintaining the web site, creating e-events newsletters, social media profile and delivering PR to grow profile and membership, through the medium of Welsh and English.

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CAREER HISTORY

Q Marketing & PR Ltd

Apr 2003 - To date

Menai Bridge, Anglesey

PR professional trading as Q Marketing and PR Ltd. The company aim is to work closely with clients to deliver PR expertise, marketing communications and planning to boost sales and increase profits.

Providing tailored services to organisations of all sizes - questioning impact and value; qualifying client needs; quality, easily implemented PR & marketing communications advice is offered.

Undertaking strategic research projects for a variety of clients for both products and services to businesses and consumers. For example, product viability study for temporary recyclable plastic kerb stones within the construction industry providing both statistical results and anecdotal evidence.

Responsible for all aspects of running own successful PR & marketing communications business giving an excellent insight into challenges faced by start-up businesses.

CIPR Silver award 'Best Freelance Practitioner' Nov 2011. Awarded the Network She 'Anglesey and Gwynedd Business Woman of the Year 2010.

PR & EVENT MANAGER

May 1998 - Apr 2003

FAUN Municipal Vehicles Ltd Llangefni, Anglesey

Responsible for companies PR & marketing plan, marketing communications function and marketing budget. Delivering public relations plans and activities.

Providing specialist expertise in exhibition design and management. Expanded the PR work with trade press trips, trade press advertising and seminar/exhibition days.

Coordinated company's appearance on the BBC Working Lunch Programme working with the production team.

Launched annual company newsletter responsible for budget, content, design, production and distribution of run of 20,000.

Joined company in service and sales administration managing client database, company communications, exhibition management and tender application support.

SALES MANAGER

Aug 1996 - May 1998

Pearl Assurance Plc Bangor, Gwynedd

Responsible for own sales region, selling of general insurance, generating sales leads and customer visits. Successfully gained Financial Planning Certificate 1 (FPC1).

STORE INTERIOR DESIGN CONSULTANT

Sept 1994 - Aug 1996

B&Q Plc Bangor, Gwynedd

Selling of decorating products and home furnishings, providing a design and home visit service. Retail experience included point of sale design, store layout and sales promotions.

DESIGNER MAKER FLEECE & OUTDOOR WEAR

Feb 1993 - Sept 1994

Headcase Design Menai Bridge, Anglesey

Self-employed designer and maker of fleece outdoor gear. Won a LiveWIRE young business start-up award. Completed a business start-up programme including sales, accounts and marketing.

QUALIFICATIONS

Full Member of the Chartered Institute of Public Relations, Completing annual CPD to become an Accredited Member from December 2012.

BA (Hons)

Foundation Course Diploma

2 'A' Levels

9 'O' Levels

Three Dimensional Design specialisation Furniture (2:1)

Art and Design

English Literature and Art

including English Language & Literature, and Maths

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Director: Jo Quinney BA(Hons)

Honours Degree in 3D Design

Foundation Course Diploma in Art & Design