

BRIGHT DATA

ILLUMINATE
GROWTH

EXPERTISE YOU CAN TRUST.
RESEARCH YOU CAN RELY ON.

ABOUT ME

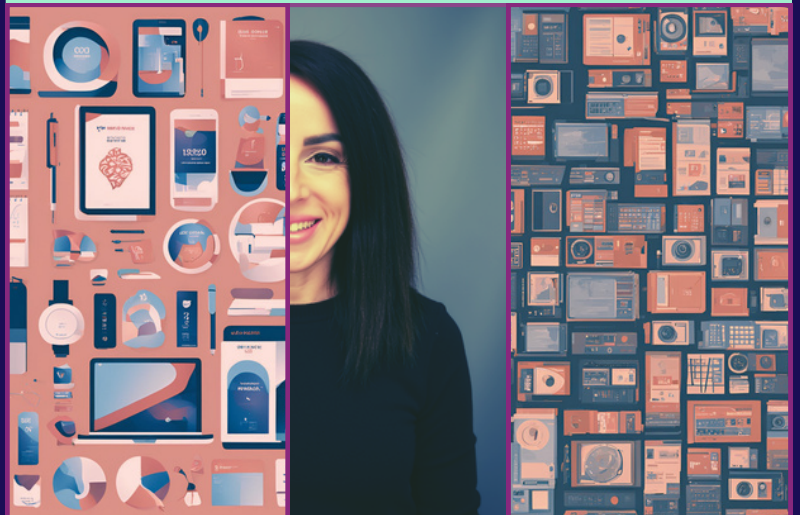
With 20 years of experience, including extensive sales experience, I partner with B2B companies to craft and implement strategic brand solutions that drive significant growth.

I leverage my understanding of sales dynamics and cultural nuances to build global brands that resonate with target audiences, generate higher-quality leads, and foster stronger stakeholder relationships.

I love exploring branding and market research to find the sweet spot for your business growth.



SERVICES



BRAND GUIDELINES

I develop strategies and a distinct visual identity of your brand, encompassing logo design, colour palettes, and typography.



WEBSITE AUDITS

I review your website, analyse your positioning and SEO, and provide qualitative recommendations that can improve your customer's journey.



MEDIA RELATIONS, PLANNING AND BUDGETING

I identify the media which you should work with, suggest the most effective packages, and negotiate and plan your budgets.

ILLUMINATE YOUR BRAND YOUR BUSINESS



WHY IS IT FOR YOU?

I work with **small and medium business owners** unsure how to articulate their brand, whether they're looking to **refresh their existing image** or **create one from scratch**.

I also help businesses **improve** their **lead management** processes, **navigate** the complexities of **media relations**, and **gain deeper insights** into their **target market**.

Together, we cultivate strong, illuminating brands



SERVICES



LEAD MANAGEMENT

I drive B2B growth by capturing, qualifying, and nurturing leads, ensuring sales focus on high-potential prospects through targeted brand-building campaigns.



INBOUND MARKETING

I provide content creation, lead generation, and marketing automation, leveraging my Salesforce and HubSpot expertise for seamless integration and optimized performance.



MARKET RESEARCH

I deliver actionable market intelligence through diverse research services, including industry, geographic, and competitive analysis, uncovering key trends, opportunities, regional nuances, and competitor insights.