

Dagmar Smeed LLB (Hons) DipM MCIM MCIPR MPRCA Chartered Marketer

An award-winning PR specialist, former journalist, and Chartered Marketer, I deliver high levels of success, I am creative, with entrepreneurial flair, and am customer and solution-focussed. Committed to continuous learning, I recently completed business courses and Diplomas in online marketing and social media and spoke at The CIM South West Charity Marketing Conference 2014 on meeting customer and stakeholder needs. I also offer bespoke PR training and interim support.

Career history:

Freelance PR and Marketing Services, Smeed & Associates

July 2014 to date

My main client has been The Lord Mayor of Bristol's Children Appeal, a registered charity which provides 1,650 disadvantaged children with vouchers for food, clothing and toys at Christmas.

Key responsibilities:

- PR, sponsor and donor care, plus appeal launch and other events
- Appeal letters to businesses, schools and charitable trusts
- Promotional materials, including posters and banners
- Developmental activities to reduce costs, increase giving and professionalise the charity

Key achievements:

- Unprecedented media coverage, with the inclusion of the Trust's logo and stories in Bristol Post on an almost daily basis over two months, helping the charity achieve a sell-out concert raising £12,000, and business media partnership for The Lord Mayor's Charity Gala Dinner, which raised more than £20,000
- Production of modern quality appeal and fundraising materials, and introduction of text giving
- Use of Velopost postal service achieving a 19p per unit discount
- Securing the offer of a 25% discount on toy vouchers
- Described as 'amazing' and as a 'PR and marketing guru' by the Lord Mayor and his team!

Corporate clients include the RAC, Blue Orchid management consultancy, Business Showcase South West 2015 and Bev James. Other charity clients are St Monica Trust and Underfall Yard Trust.

Director of Communications and Membership, Avon Wildlife Trust

September 2012 to July 2014

The leading local wildlife charity, caring for 36 nature reserves, and supported by more than 17,000 members. It inspires people through Wild Schools, Feed Bristol and Folly Farm Conference Centre.

Key responsibilities:

- Managing the Trust's brand, including rebrand and realignment of sub-brands
- Driving membership through face-to-face and door-to-door recruitment campaigns
- PR, promotional materials, images, publications and events
- Liaising with The Wildlife Trusts' UK Office and local Wildlife Trusts in the south west
- Contributing to the Bristol Natural History Consortium (BNHC) as a committee member

Key achievements:

- Improving market-orientation, raising awareness of the Trust and its work, and introducing materials and events to target family memberships (54% total members)
- Driving membership recruitment, achieving 1,000-plus new memberships for Avon Wildlife Trust (to 17,200 members)
- Leading on media relations activity for local and regional partnership initiatives 'Wild Mayor' and the 'State of Nature south west' report

- Improving the charity's access to world-class wildlife images and commissioning high-quality professional people images for use in publications and display materials
- Running the Trust's most successful Festival of Nature, recruiting a record 50 memberships
- Advising BNHC on marketing, and supplying the title for Communicate Conference 2014 ('Changing stories') and strapline for Festival of Nature 2014 ('Bigger. Better. Wilder')

Head of Marketing and Communications, ss Great Britain Trust

January 2004 to September 2012

An entrepreneurial charity, which runs the world-class historic steamship museum attraction Brunel's ss Great Britain, and the national archive Brunel Institute, through visitors, secondary retail and café spend, and corporate and private venue hire including weddings. Annual turnover exceeds £4million.

Key responsibilities:

- Brand and corporate reputation
- PR and award applications
- Advertising campaigns
- Publications, from the visitor leaflet to wedding and corporate venue hire brochures
- Integrated marketing communications projects, including direct mail appeal letters
- Market research (quantitative and qualitative), including brand alignment focus groups

Key achievements:

- Managing Brunel's ss Great Britain's re-brand, re-launch and its re-position (2005) from 'worthy' to 'must-see' (increasing visitors from 70,000 to 120,000 per annum)
- Initiating and running the 'Let's celebrate!' 40th homecoming anniversary PR and marketing campaign (2010), delivering a 13,000 increase in visitors and £200,000 (11%) revenue boost
- Leading and managing a six-figure advertising campaign, including creative direction, covering television, print, radio and outdoor media (billboard, adshel and bus)
- Creative campaigns including the experiential 'Gert Big Stink Challenge' to surprise and shift local perceptions and an 'X-Factor' style competition to find 'Mr Brunel' (using posters, traditional and social media, showcase events, video and online voting)
- Winning the Museums at Night Connect10 initiative (2012) to work with artists Bompas & Parr on the world's biggest jelly installation (Proudfoot's [video http://reedit.tv/gallery_post/jelly-on-the-ss-great-britain/](http://reedit.tv/gallery_post/jelly-on-the-ss-great-britain/)). Contributing to £3.4 million media coverage including BBC News (the second most viewed where one in 70 of UK adults clicked on the BBC News homepage story), BBC Breakfast, BBC Newsround, BBC World, Sky Arts and international TV
- Successfully pitching ideas and news to film with BBC News, CBBC All Over The Place, Top Gear, Street Doctor and The Restaurant; ITV News; Channel 4's Time Team and Real Craft; National Geographic, Discovery, Sky Atlantic, plus Living's Most Haunted
- Writing 21 winning award applications, from 'Enjoy England Excellence Awards' to 'The Gulbenkian Prize for museums & galleries' – the UK's biggest arts prize (£100,000) – with national and local award recognition for my marketing and PR campaigns

Marketing Communications Consultant (Volunteer P/T), Somerset Art Works (SAW)

October 2003 to October 2004

This artist-led organisation is dedicated to developing visual arts. Initiatives, supported by Patron Kevin McCloud, include a major countywide open studios event.

Key responsibilities and achievements:

- Providing strategic communications advice, covering PR, website and publications
- Writing press releases, articles and template documents
- Supporting the increase in Somerset Art Weeks visitors by 53% and sales by 25%

Assistant Marketing Manager, Browne Jacobson Solicitors

November 2002 to September 2003

A national law firm, based in Nottingham, London, Birmingham, and Manchester, it serves commercial, public sector, health and insurance sectors, with a £50 million turnover.

Key responsibilities and achievements:

- Review of the firm's communications strategy and redesign of newsletters and advertising
- Successful application for 'The Lawyer Awards 2003 Assistant Solicitor of the Year'
- Securing new business through tender and presentation documents
- Prime responsibility for marketing the firm's Birmingham office

Marketing Manager, The Wildlife Trusts (Royal Society of Wildlife Trusts)

August 1999 to November 2002

The Wildlife Trusts is the UK's leading environmental voluntary organisation, comprising a partnership of 47 local Wildlife Trusts and more than 800,000 members.

Key responsibilities:

- Publications, including the award-winning members' magazine and Annual Review
- PR for the fundraising department, including corporate support
- Major events and membership recruitment
- Training and best practice membership, appeals and legacy advice to local Wildlife Trusts
- Fundraising and sponsor care
- Partnerships and VIP liaison

Key achievements:

- Securing an £80,000 sponsorship package from MAFF/Defra, and project management for award-winning show gardens at BBC Gardeners' World Live, Tatton Park and Hampton Court
- Production of The Wildlife Trusts & Heritage Lottery Fund (HLF) Strategic Review – presented to Rt. Hon. Michael Meacher MP, Minister for the Environment – to help secure £50 million
- Delivery of a new website within eight days for a joint BBC and Daily Telegraph initiative
- Coverage in national (The Independent, The Times), regional and UK-wide local media
- Running the Marine Appeal (raising £130,000) and corporate fundraising initiatives including sponsor care (Nouvelle, Jordans, Volvo, Total, Crest Homes and Viridor)
- Negotiating a five-unit print legacy campaign for 31 local Wildlife Trusts, for just £2,000
- Recruiting VIP support from Dame Ellen MacArthur and Chris Packham, and liaison with Sir David Attenborough and David Bellamy for The Wildlife Trusts

Marketing Manager, Somerset Wildlife Trust

October 1997 to August 1999

The county's leading conservation charity, caring for 72 nature reserves, backed by 20,000 members.

Key responsibilities and achievements:

- Part of the senior management team, I developed a successful marketing function
- Increasing the charity's profile through the media, events, talks and publications
- Introduction of a legacy campaign, a door-to-door membership recruitment drive (members doubled to 20,000 in 18 months), training initiatives, and a 'Volunteers' Day'
- Raising £130,000 – four times my annual target in eight months – including two direct mail appeals (attracting a one-in-three response, and more than double the appeal target)

Journalist, Southern Newspapers plc (Newsquest Media Group)

September 1992 to October 1997

- Recruited to the in-house company training scheme, from over 2,000 applicants. I broke national news stories, reported on crime, court, inquests, and local authority meetings, with a high percentage of off-diary stories, plus leisure, reviews and advertising features.

Other: Teacher of English as a Foreign Language, Spain; Ski Resort Rep, Austria; Civil Servant

July 1989 to September 1992

Education and training:

- Level 4 Diploma in Social Media Marketing and Online Reputation Management (Distinction) – Shaw Academy (2015)
- Level 4 Diploma in Online Marketing (Distinction) – Shaw Academy (2014)
- Level 7/MA equivalent Professional Postgraduate Diploma in Marketing (DipM) – CIM (2011)
- National Council for Training Journalists (NCTJ) – Southern Newspapers plc (1992 to 1997)
- Teaching English as a Foreign Language (TEFL) – Inlingua Idiomas (1989)
- Degree: Law 2 II (Hons) – The University of Birmingham (1986 to 1989)
- A Levels: English (A); German (B); History (A) – Bridgwater College (1985)
- S Level: History (Merit) – Bridgwater College (1985)
- O Levels: 10 (A to C) including English (A), Maths (A) – St Dunstan's School (1981 & 1983)
- Languages: Proficient in German and conversational Spanish

Professional memberships:

- Chartered Marketer (2012 to July 2016)*
*Subject to annual audit of Continuous Professional Development: courses, from digital and social media to negotiation skills and finance, plus mentoring and attending conferences
- Public Relations Consultants Association (PRCA) Member MPRCA (awarded 2015)
- Chartered Institute of Marketing (CIM) Member MCIM (awarded 2011)
- Chartered Institute of Marketing (CIM) Associate Member ACIM (awarded 2011)
- Chartered Institute of Public Relations (CIPR) Member (awarded 2009)

Awards:

- Museum & Heritage Excellence Awards 2011 Marketing Campaign (winner)
- Bristol Tourism & Hospitality Awards 2011 Outstanding Contribution (winner)
- CIM Marketing Excellence Awards 2010 (finalist)
- CIPR Pride Awards 2010 (finalist in two categories)
- Museums & Heritage Excellence Awards 2009 Marketing Campaign (finalist)
- Drafting more than 21 winning award applications including the UK's biggest arts prize

References available upon application