

Digital Marketing Portfolio





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Whats in the Toolkit



About Me - The Founder

I began my career in sales and marketing with a fast-growing business before moving into agency life, where I supported clients across a wide range of sectors – from strategy through to full campaign delivery. Over the years, I've worked alongside business owners, sales teams, and in-house marketers to help them sharpen their message, choose the right channels, and turn interest into measurable action. Most recently, I was Head of Marketing for a £50m+ technology company. While the role was rewarding, I chose to step back to regain flexibility and return to the part of marketing I enjoy most – bringing creativity, clarity, and impact to organisations that want to elevate their brand and results. With experience on both the agency and client side, I understand the challenges that teams face and know how to navigate them with practical solutions that work

Marketing DNA



Core Skills

- Go-to-Market Strategy & Campaign Management
- Creative Thinking & Campaign Execution
- Account Based Marketing
- Copywriting & Content Development
- Sales Materials (Presentations & Documentation)
- Sales and Marketing Alignment
- Web & Design
- Digital Marketing & Social Media
- Public Speaking & Thought Leadership
- Experience in Company Acquisitions & Mergers



Examples of **Work**



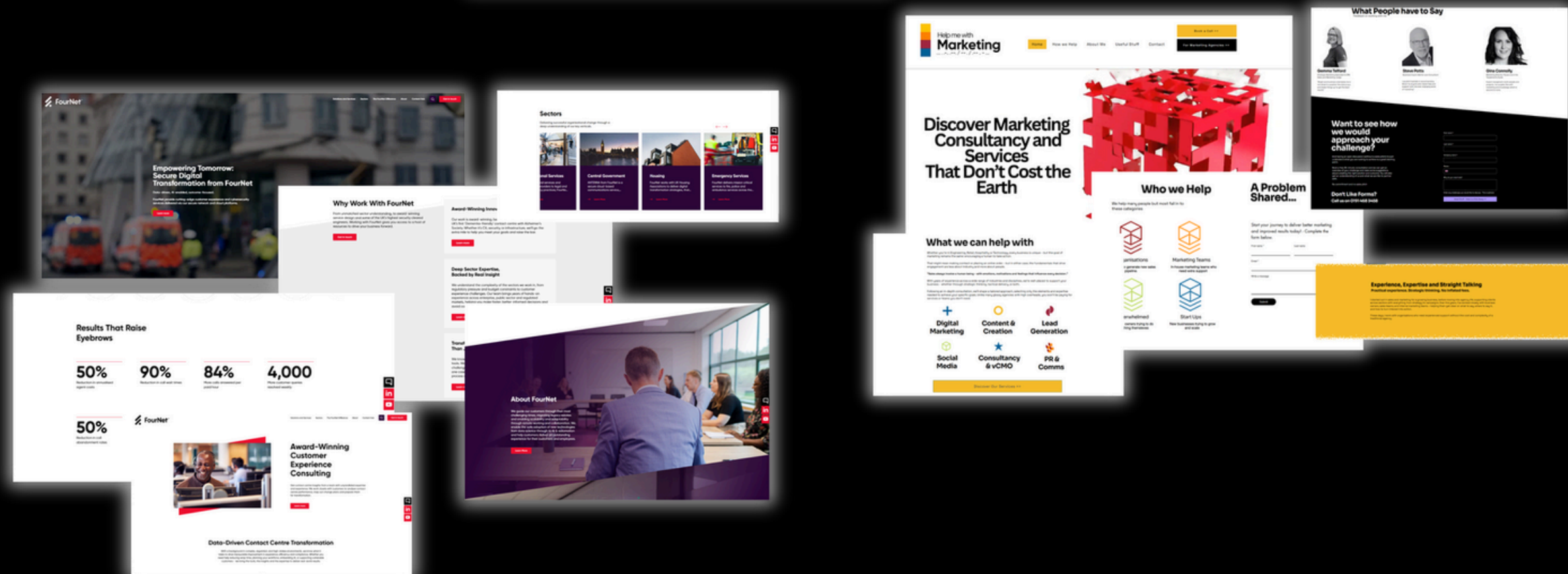
Website

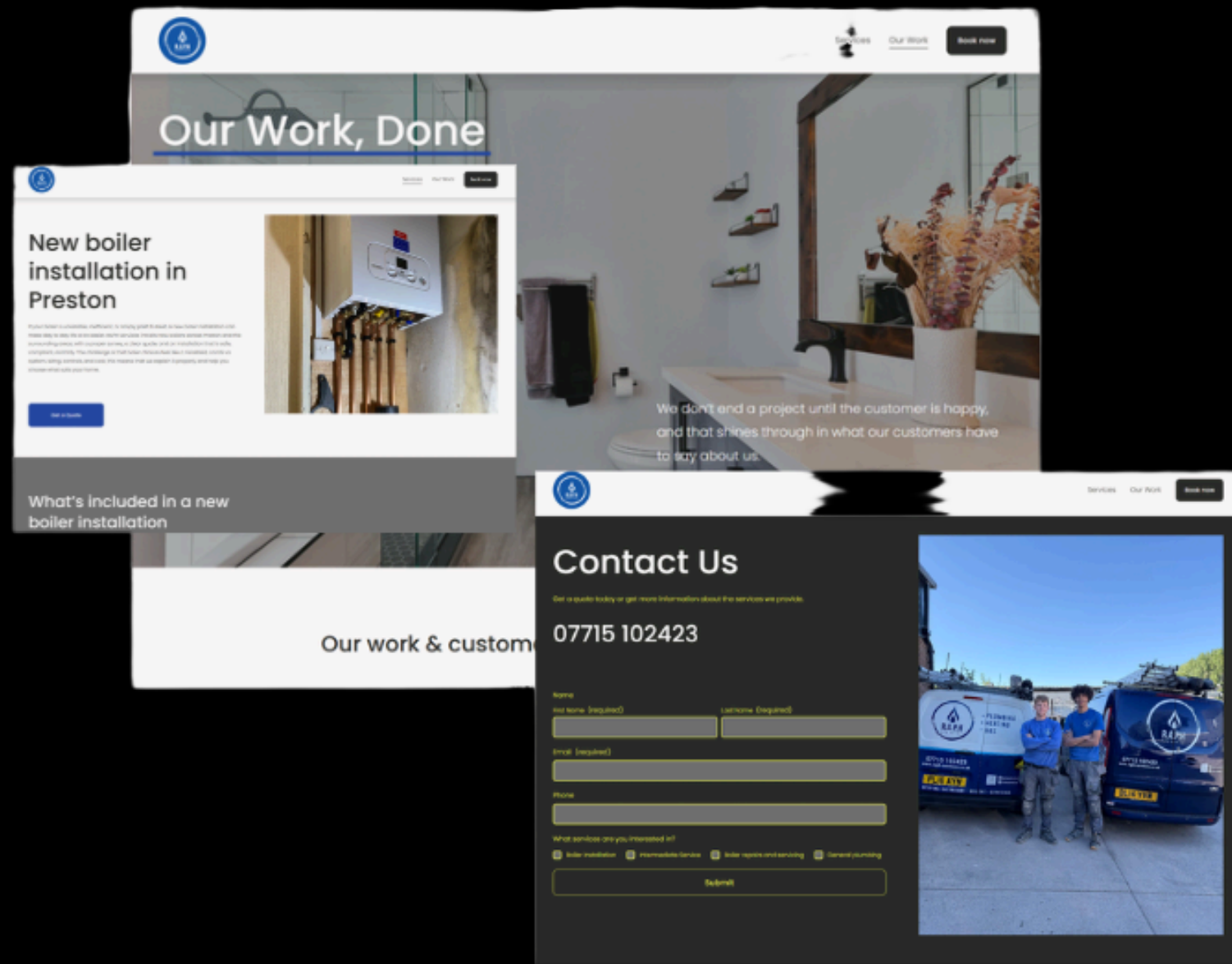
Your website is your shop window – the first impression that draws people in and invites them to explore.

Too often, though, websites miss the mark. They don't guide visitors on a clear journey, or they fail to capture attention with the right messages and calls to action at the right time.

That's where I can help. Whether it's designing a visually engaging site, boosting conversions and engagement, or fine-tuning copy, SEO, and functionality, I bring the skills to make your website work harder for your business.

Most of my experience has been with WordPress and Wix, but I've also worked across a range of CMS platforms – and they're more alike than you might think.





Our Work, Done

New boiler installation in Preston

What's included in a new boiler installation

We don't end a project until the customer is happy, and that shines through in what our customers have to say about us.

Contact Us

Get a quote today or get more information about the services we provide.

07715 102423

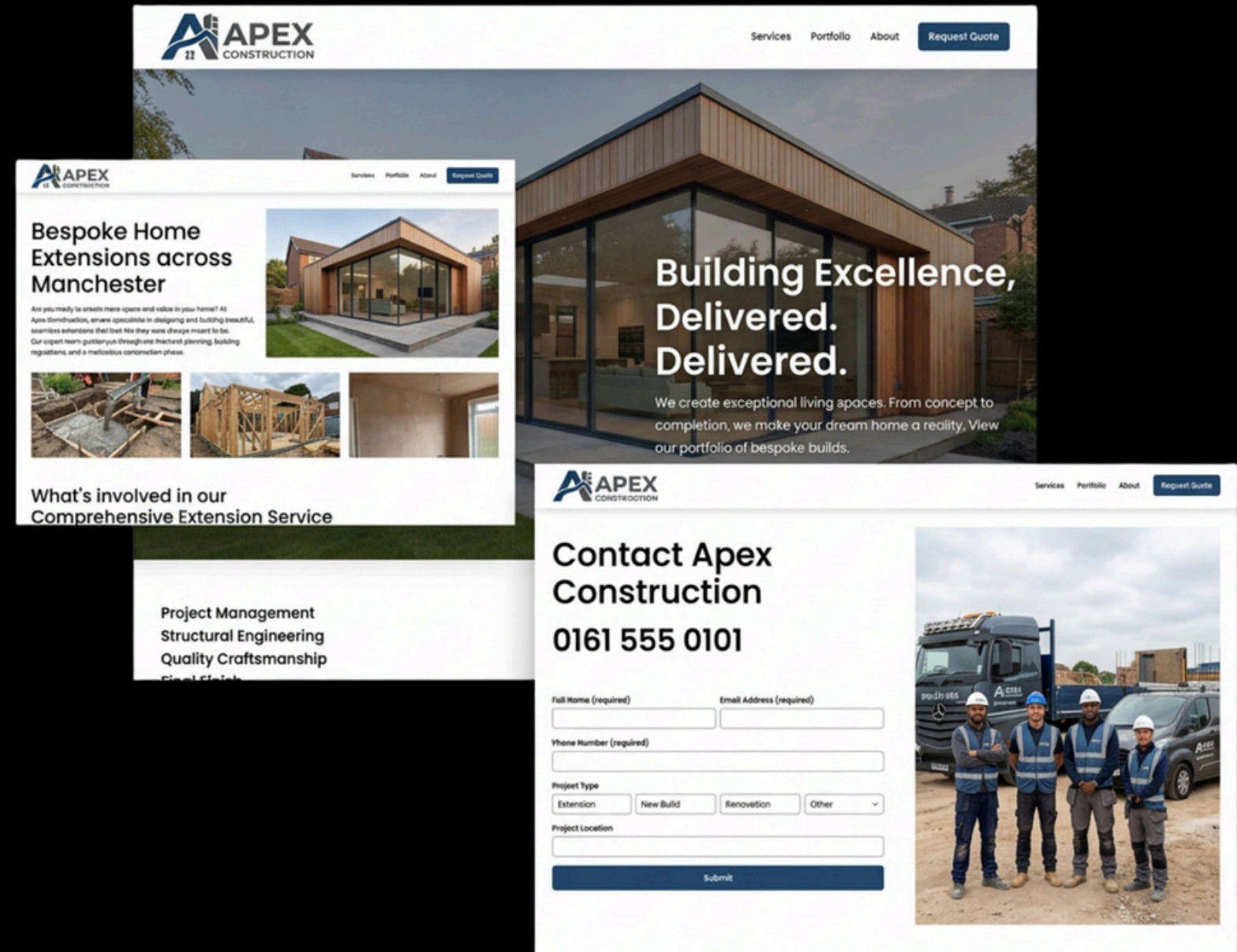
Name (required) Surname (required)

Email (required)

Phone

What services are you interested in?

Boiler installation Plumbing services Boiler repairs and servicing General plumbing



APEX CONSTRUCTION

Services Portfolio About

Bespoke Home Extensions across Manchester

Are you ready to create more space and value in your home? At Apex Construction, we're specialists in designing and building beautiful, seamless extensions that last. We take care of everything from the initial design and planning, through to the construction phase, and a meticulous completion phase.

What's involved in our Comprehensive Extension Service

Project Management
Structural Engineering
Quality Craftsmanship
Final Finish

Building Excellence, Delivered. Delivered.

We create exceptional living spaces. From concept to completion, we make your dream home a reality. View our portfolio of bespoke builds.

Contact Apex Construction

0161 555 0101

Full Name (required) Email Address (required)

Phone Number (required)

Project Type
 Extension New Build Renovation Other

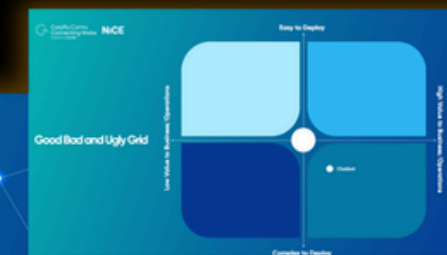
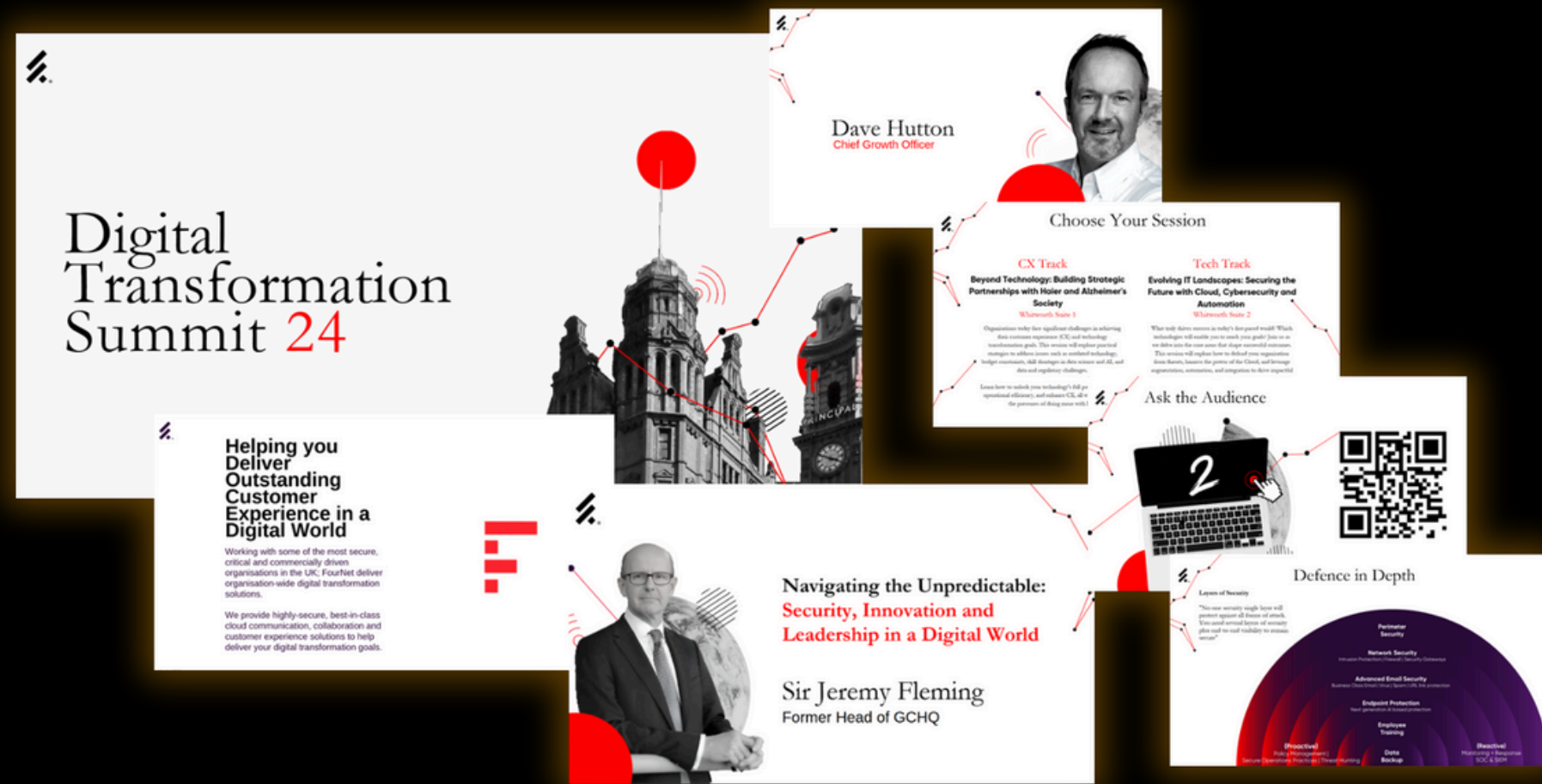
Project Location

Presentations

A great presentation does more than share information – it creates impact, leaves the right impression, and ensures your message lands with clarity.

I design and develop presentations that balance strong visuals with compelling storytelling, so your audience not only understands your message but remembers it. From sleek corporate decks to creative, high energy slides, I tailor the approach to match your audience and objectives.

Whether it's for a client pitch, an internal update, or a keynote on stage, I can help you deliver presentations that engage, persuade, and inspire confidence



Content Creation

Content is at the heart of effective marketing – but it only works if it speaks the audience’s language. I create blogs, whitepapers, case studies, and website content designed to resonate, inform, and inspire action.

Every piece is built with the reader in mind, whether the goal is to educate, demonstrate expertise, or guide them towards the next step in their journey. From shaping the narrative to refining the tone, I ensure the message is clear, consistent, and aligned with your brand.

Whether it’s long-form thought leadership or concise, conversion-focused copy, I can deliver content that connects and adds real value.





Copy writing

Great copy has the power to connect, persuade, and inspire action – whatever the platform. From detailed guides and reports to punchy website copy and engaging social content, I can adapt tone and style to suit your audience and goals.

It's about more than just words on a page. Effective copy needs to tell a story, highlight value, and guide readers naturally towards the next step – whether that's learning more, signing up, or making a purchase.

With experience writing across multiple formats and channels, I bring consistency and clarity to every piece of content, ensuring your message cuts through and leaves a lasting impression.

Zero Trust – The Influence of AI and Cyber Risks on Elections

Cybersecurity | Government | Security | Technology

As we approach the final stages of the UK Election and the dramatic US elections fast approaches, the intersection of cyber risks and artificial intelligence (AI) technologies are evoking electoral integrity. These risks are presenting new challenges to democratic processes and what we as voters need to be mindful of to ensure that we get clarity and the truth to make informed decisions.

In this blog post, we share some of the key cybersecurity risks to general elections and insights into how to navigate election disinformation and risk.

AI-Driven Disinformation

AI, including large language models and deepfakes, facilitates the creation of realistic fake content, misleading voters and spreading false narratives. A recent report indicates that major AI chatbots, like ChatGPT and Microsoft's Copilot, are disseminating incorrect voting information across Europe, potentially compromising election integrity.

Not all polls and surveys are created equal. Check the methodology and source of any polling information before taking it or base your. Reliable polls will provide details on how data was collected and analysed.

Cybersecurity Threats

Election systems face sophisticated cyber risks, including hacking, voter database manipulation, and ransomware. The UK Cyber Security Agency has highlighted AI's growing threat to the upcoming general election. AI enhances phishing attacks and creates more believable fake news, which complicates truth verification for voters.

Election Interference Tactics

State-sponsored and criminal actors exploit AI and cyber vulnerabilities for election interference. Personality disinformation campaigns, using generative AI and social engineering, aim to create discord, suppress votes, and undermine electoral confidence.

How to Mitigate Election Risk

Elections are a critical test for any democracy, and ensuring their integrity is paramount. In the UK, mitigating cyber risks around elections requires a proactive and multi-layered approach. Here are some practical tips to help you navigate these risks:

Protect Personal Information

At the time of election, phishing for information can increase. Be mindful of phishing attempts that seek to steal your personal information. Avoid clicking on suspicious links or downloading attachments from unknown senders. Use strong, unique passwords for your online accounts and enable multi-factor authentication where possible.

Use Secure Communication Channels

If you're discussing sensitive election information, use secure communication channels. Apps that offer end-to-end encryption, like Signal or WhatsApp, are safer options for private conversations. Taking these proactive steps can significantly reduce the risk of being misled during the election period. At FourNet, we're dedicated to providing the solutions and expertise needed to protect the integrity of the electoral process. Let's work together to ensure a secure and trusted election.

Conclusion

AI and cyber risks present significant challenges to maintaining election integrity. Proactive measures are essential to developing and implementing a robust Zero Trust Access Layer on the network, we need to search for making conclusions we need online.

If you are worried about your cybersecurity posture or your network, talk with our team, who can arrange an on-

What is Vulnerability?

- 01 Exec Summary
- 02 What is Vulnerability?
- 03 Financial Resilience
- 04 Capability & Digital Exclusion
- 05 Health & Life Events
- 06 How FourNet can help
- 07 Responsible Business is Good Business
- 08 Supporting Vulnerable Customers in Financial Services (FCA)
- 09 Supporting Vulnerable Customers in Housing
- 10 Supporting Vulnerable Customers in Charities

A vulnerable customer is someone who, due to their personal circumstances, is especially susceptible to harm.

In the UK, 24% of people are experiencing some form of financial vulnerability. This risk is increased by characteristics of vulnerability related to 4 key drivers:

- Health** – health conditions or illnesses that affect ability to carry out day-to-day tasks
- Life events** – life events such as bereavement, job loss or relationship breakdown
- Resilience** – low ability to withstand financial or emotional shocks
- Capability** – low knowledge of financial matters or low confidence in managing money (financial capability). Low capability in other relevant areas such as literacy or digital skills

Health	Life Events	Resilience	Capability
Physical disability	Caring responsibilities	Low or erratic income	Low knowledge or confidence in managing financial matters
Severe or long-term illness	Bereavement	Over indebtedness	Poor literacy or numeracy skills
Hearing or visual impairments	Income shock	Low savings	Low English language skills
Poor mental health	Relationship breakdown	Low emotional resilience	Poor or non-existent digital skills
Low mental capacity or cognitive impairment	Having non-standard requirements such as disabilities, care leavers, refugees	Lack of support structure	Learning impairments

NIS & NIS 2

A Guide for Senior Management and Directors

Solutions and Services | Sectors | The FourNet Difference | About | Content Hub | [Get in touch](#)

Compliance with NIS2 is not only a legal obligation but also a critical component of risk management. Failing to comply could expose your organisation to severe financial penalties (fines of up to €15 million), reputation damage, and even the imprisonment of directors.

Ensure your company is prepared and protected by catching up on this important webinar.

[Learn more](#)

Home » Content Hub » NIS/NIS2 – A Guide for Senior Management and Directors

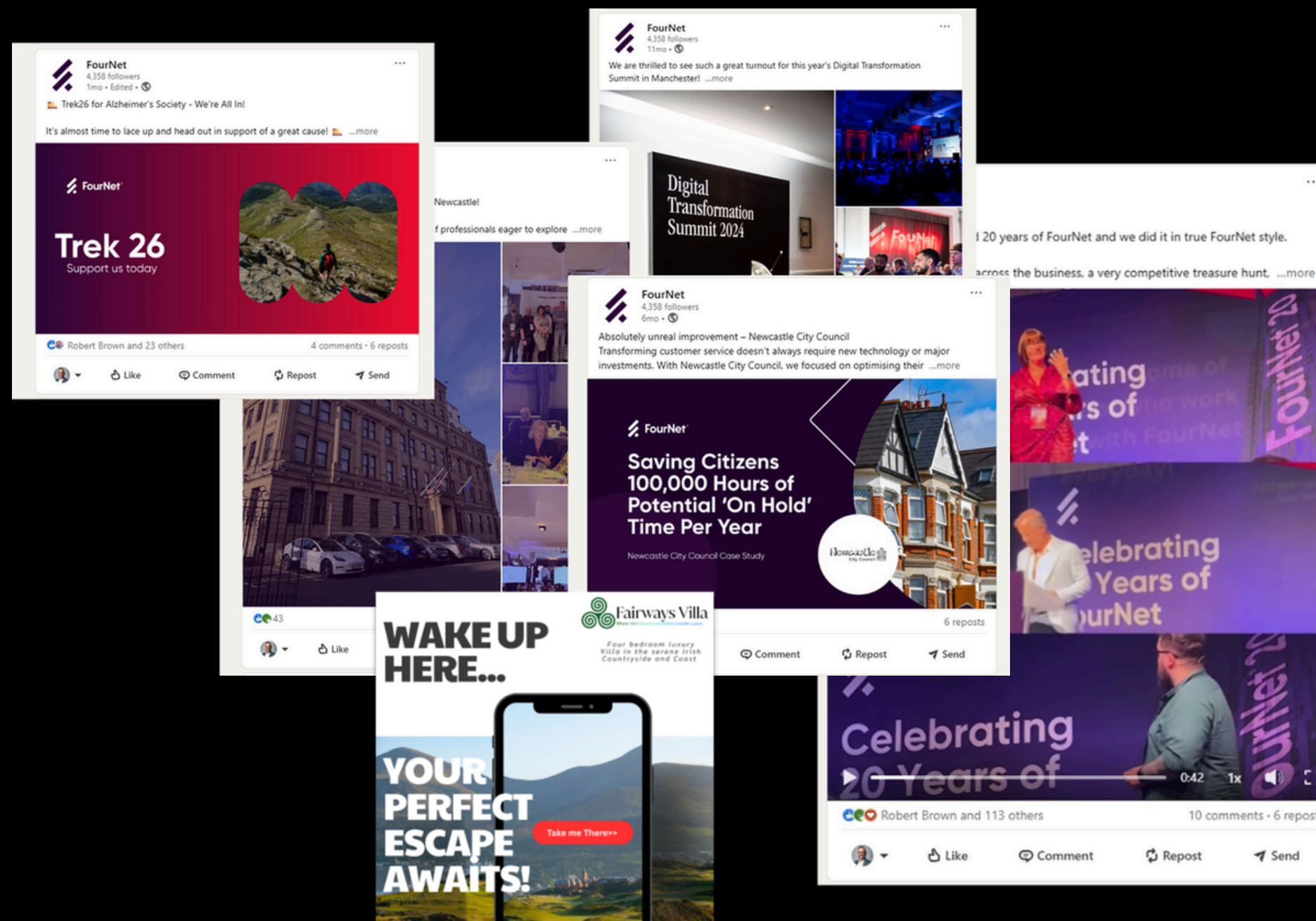


Social Media

Social media is more than just posting updates – it's about creating content that resonates, building a strategy that aligns with your goals, and using the right tactics to drive engagement. I can manage the full process, from planning and content creation to design and execution, ensuring everything works together to make an impact.

With experience producing a wide range of assets – from eye-catching graphics and videos to copy that sparks conversation – I know how to tailor content to different platforms and audiences.

Whether you need a cohesive strategy, a stream of engaging posts, or bespoke visuals to bring your brand to life, I can deliver end-to-end social media support that gets results.

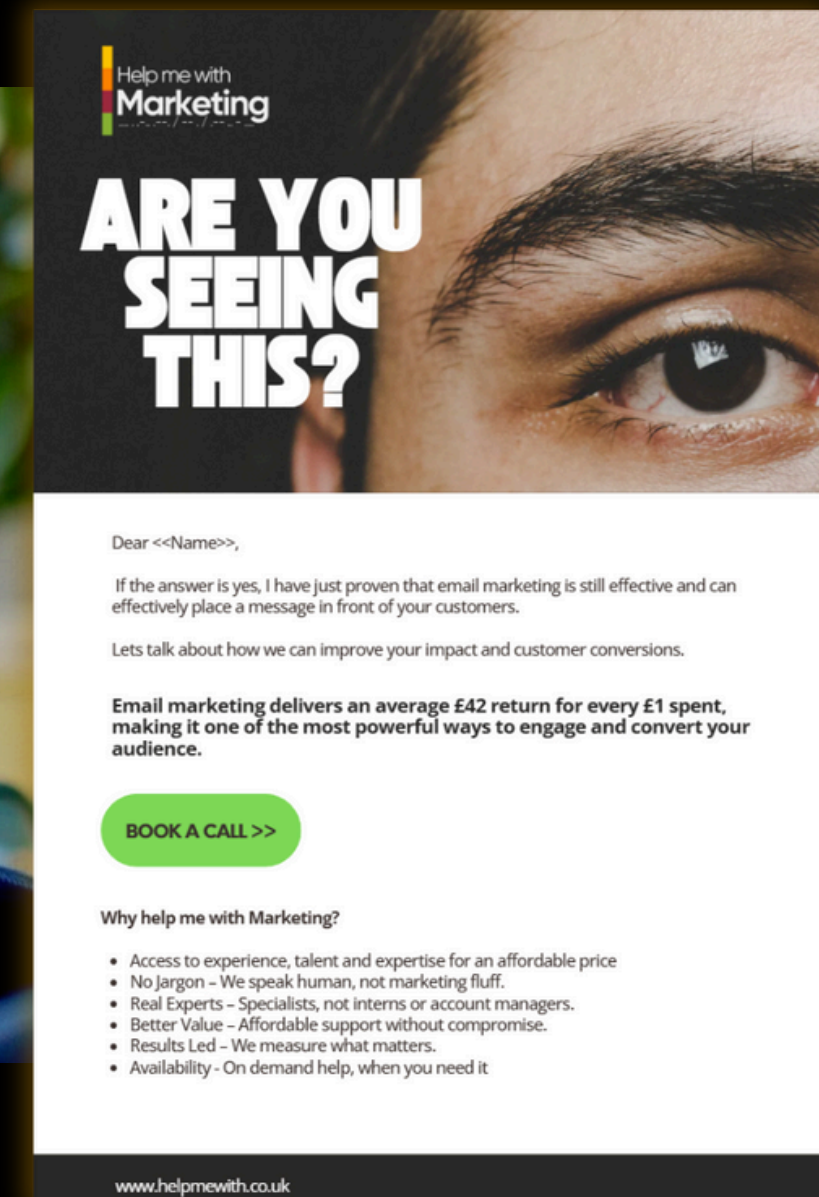
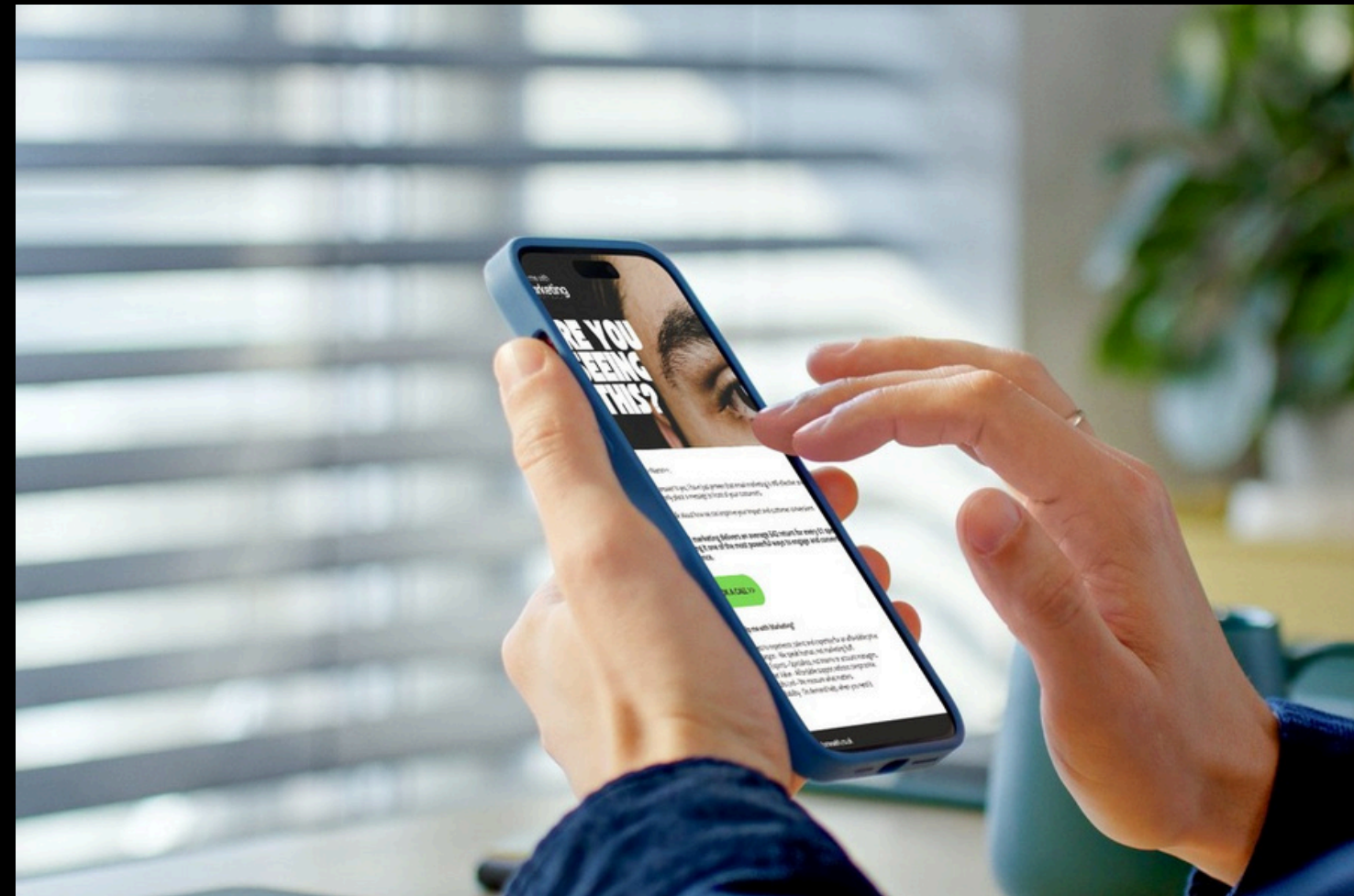


Email and Comm's

Email remains one of the most powerful ways to connect with your audience – when it's done right. From tactical campaigns with supporting content to longer-term nurture programs, I design communications that resonate with people at every stage of the buyer's journey.

It's about more than just sending messages. The right cadence, tone, and structure can build trust, spark interest, and guide prospects from awareness through to decision-making, keeping you front of mind throughout.

With experience crafting everything from one-off campaigns to ongoing engagement strategies, I can help ensure your emails and comms cut through the noise and deliver real results



Help me with
Marketing

ARE YOU SEEING THIS?

Dear <<Name>>,

If the answer is yes, I have just proven that email marketing is still effective and can effectively place a message in front of your customers.

Lets talk about how we can improve your impact and customer conversions.

Email marketing delivers an average £42 return for every £1 spent, making it one of the most powerful ways to engage and convert your audience.

[BOOK A CALL >>](#)

Why help me with Marketing?

- Access to experience, talent and expertise for an affordable price
- No jargon – We speak human, not marketing fluff.
- Real Experts – Specialists, not interns or account managers.
- Better Value – Affordable support without compromise.
- Results Led – We measure what matters.
- Availability - On demand help, when you need it

www.helpmewith.co.uk

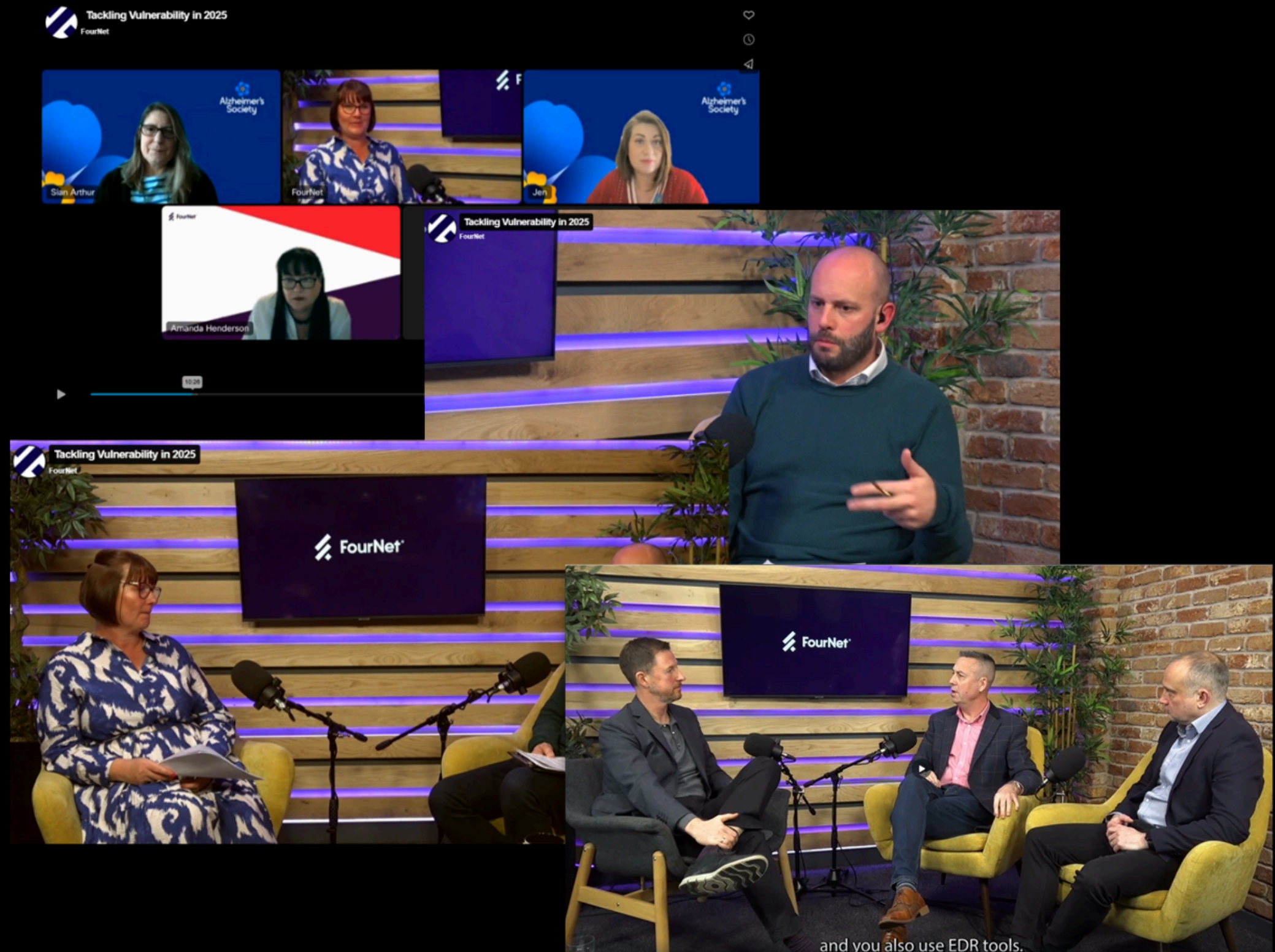


Podcast, Webinar and Video

Podcasts and video are some of the most engaging ways to share your story, and I can support at every stage – from planning and scripting through to coordinating recordings, whether that's remotely or in a professional studio.

My skills don't stop once the recording is finished. I can edit and repurpose video content to create additional assets – from short clips for social to supporting promotional materials – ensuring you get maximum value from your investment.

Whether it's a polished podcast series or a video campaign that drives awareness, I'll help you produce content that connects with your audience and amplifies your message.



and you also use EDR tools.

Events

Whether you're planning a relaxed roundtable for valued clients, an inspiring event for your team, or a large-scale showcase for the wider industry, I can help bring your ideas to life.

I've delivered all of these – including some of the most memorable events in the IT sector – and know exactly what it takes to make yours stand out.

And it's not just about the day itself. From promotion and agenda planning to curating engaging content, securing the right speakers, and ensuring a strong follow-up afterwards, I'll support you every step of the way.

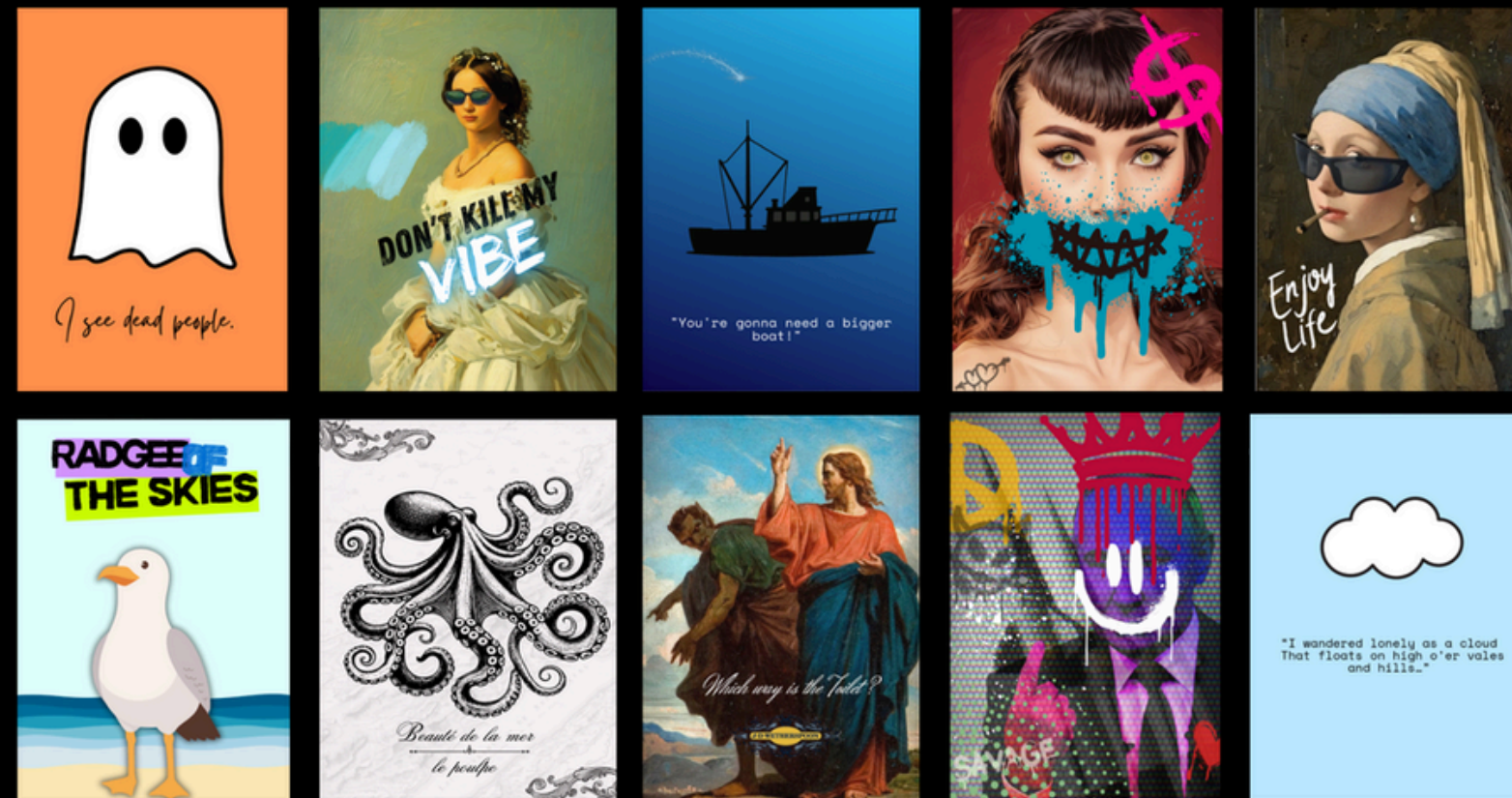


Design

Design is all about making ideas stand out – whether that’s through sleek presentations, eye-catching infographics, memorable logos, bold banners, or striking posters. I love bringing creativity to each project, tailoring visuals to capture attention and communicate clearly.

But for me, design isn’t only about work. I genuinely enjoy creating for fun too, and many of those personal projects have gone on to become pieces I’ve sold. That passion for experimenting and exploring new ideas feeds into my professional work, giving every design a fresh, original touch.

From polished corporate materials to creative visuals that spark conversation, I can help bring your brand and message to life.





Contact Us

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