

CONSULTANT PROFILE

GEORGINA GARSIDE BA (Hons) Dip.CW MCIM CHARTERED MARKETER

Georgina is a skilled, experienced and qualified Chartered Marketer and member of the Chartered Institute of Marketing (MCIM). After completing her degree in English Literature and Language at the University of Hull, Georgina went on to train as a print journalist before utilising her writing and media skills to work on the other side of the fence in marketing and PR roles.

Georgina has worked in marketing management, PR and business development roles for a range of organisations both large and small in the public, private non-profit and education sectors and has gained over ten years PR, copywriting and marketing experience working in-house for organisations such as Calderdale College and Huddersfield University.

Professionally trained and committed to CPD, Georgina holds the CIM Diploma in Marketing, a Diploma in Copywriting and has recently updated her digital skills to include the CAM Diploma in Digital Marketing, complemented by web design, web writing and content management. After working successfully as a freelance copywriter on marketing and communications projects for a diverse portfolio of clients, she founded Bloom Marketing in 2008 to work with SMEs who prefer to either outsource their marketing function or to access interim and ad hoc marketing support.

Georgina specialises in both marketing strategy and corporate communications. She is a fluent copywriter and writes, edits and proofreads content for company newsletters, magazines, brochures, press releases, websites, social media, blogs, articles, corporate communications policies, marketing and communications strategies, plans, reports and company literature including listed plc annual reports. Over the years Georgina has built many contacts within the media, marketing and business community to offer graphic design, web design, digital, print and photography solutions to clients.

Contact:

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“ Georgina provided in-house support for our marketing and publicity team at a time when we needed someone who could hit the ground running. Her copywriting and proofreading skills proved invaluable and her thoughtful, thorough approach was very much appreciated.

Karen Shead
Marketing & Admissions Manager
Calderdale College

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