

# **Social media marketing boot camp – 5 April 2017**

## **Speakers**

Lee Holdsworth - Founder of WhiteNoise Media Ltd. With extensive experience creating and delivering multi-channel digital campaigns, Lee has a passion for new technology which drives how we interact with each other in the today's world. Lee founded WhiteNoise Media in 2015, an award winning video marketing and production agency providing online video content, dynamic digital campaigns, TV commercials and innovative solutions for national and international brands including Alesha Dixon's new fragrance commercial, Michelin tyres, Merlin Entertainments Group, and the BBC.

Caroline Gibson - Account Director at Refresh PR. With nearly a decade of experience working across the FMCG, hospitality, retail and lifestyle sectors, Caroline has led campaigns for big name brands including Burger King, Cravendale, Marriott, Eurocamp and GO Outdoors. Caroline works with a variety of micro-bloggers, integrating this communications channel into PR strategies.

Christy Milmine - Account Manager at Refresh PR. With experience across fashion, travel, food and drink, health and beauty and tech PR, Christy is an expert in media relations with an enviable contacts list including national, regional and consumer journalists as well as bloggers and influencers. Christy is committed to developing and executing creative communications campaigns which help her clients cut through the noise in their industries and achieve the business results they need.

Julaine Speight – Co-founder and Marketing Director at JAW Digital Ltd. Having worked in marketing since graduating from Oxford University, Julaine's career has spanned a huge range of marketing roles, from traditional PR, through in-house marketing and event co-ordination and digital and social media marketing. Throughout her career she has taught apprentices the 'ins and outs' of digital marketing at The Juice Academy, and delivered digital marketing strategies for Pizza Hut and British Gypsum.