

Marketing bitesize: **Marketing mental health – influencers and agencies**

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Speaker biographies

Michael Took, Social Media Consultant for Insurance – Legal & General



Michael is a Social Media Consultant for Legal & General.

Prior to entering the world of financial services Michael worked for Google at the Digital Garage at The Tramshed in Cardiff and across Wales, offering SMEs and entrepreneurs tips and advice on their digital marketing strategies.

Michael has worked in marketing and journalism for fifteen years for a number of different organisations including Media Wales, Audiences Wales, BBC Radio Wales, The Royal College of Nursing Wales, Welsh National Opera, Big Issue Cymru and The Institute of Civil Engineers Wales. Essentially, any organisation with Wales in its title. Above all else, Michael is a CIM member and student, having recently completed his CIM Diploma in Professional Marketing.

Bryn Foweather, Head of Social Media – Punch Communications



Bryn is Head of Social Media at Punch, a full-service social agency covering strategy, creative, distribution and insight.

Punch have a team of over 40 talented specialists across data and analytics, trend forecasting, strategy, creative, production, live broadcasting and community management. They offer clients a bespoke end-to-end social media solution, and it's Bryn's role to help the team deliver the highest level of performance for clients.

Bryn has been involved in the marketing industry for just over ten years, working with brands such as Sony, John Lewis, EY, Legal & General, Barclays, Barclaycard, River Island, Electrolux and TUI to name a few.