

# **Content Marketing Masterclass – 15 May 2019**

## **Speaker biographies**



**Gareth Morgan, Liberty Marketing** - Gareth has been a digital marketer for almost 20 years and has worked on a variety of SEO, PPC, social media and content marketing campaigns. In 2008 he set-up Liberty, a UK agency that mixes consultancy, bespoke training and campaign delivery to help brands improve their online presence. Liberty has grown to a team of over 30 specialist digital marketers and now helps many clients stand out more, including Pizza Express, Universal Music Group and Admiral.

Gareth is regularly invited to talk about the latest digital marketing trends at industry conferences and seminars, where his subject of choice is often content marketing. Outside of work, Gareth is a petrolhead who likes to hang out with a Border Collie called Be.



**Sharon Flaherty, BrandContent** - Sharon Flaherty is the managing director of content marketing agency, BrandContent officially the best small content agency in the UK, as awarded by the Content Marketing Association in 2018.

Sharon's content marketing career is dominated by convergence. Starting her career as a financial journalist, Sharon moved into in-house roles running content, social and PR teams before going agency side. This 360-degree experience gives Sharon a unique perspective on the content marketing industry.



**Debbie Lewis, L&G** - Debbie Lewis is Partnerships Marketing Manager at L&G general insurance. Working with a variety of audiences including banks and building societies, supermarkets, brokers and IFA's who sell our products to their customers. Debbie has a background in internal communications.



**Bryn Foweather, Punch Communications** - Bryn is Head of Social Media at Punch Communications and has managed to turn his love of DJ-ing into a love of good content and how to amplify it on social media.



**Sophie Harris, Equinox** - Sophie joined the Equinox team in 2013 and over the years has developed an expertise in integrated campaign delivery, with an interest in social media marketing.

In her role as Senior Account Manager, Sophie has led the team across several award-winning campaigns for clients, including those awarded for STAEDTLER Teachers' Club. Plus, she is passionate about the PR industry and works to support it through a co-opted voluntary role on the CIPR committee.



**Scott Jones, Illustrate** - Scott is the Managing Director at Illustrate Digital, a specialist digital agency based in Cardiff who focus on User Experience Design and WordPress Development. With plenty of experience in the digital sector, the agency carries a people-first approach to the sites they create, including their work with notable clients such as Penguin Random House, Hodge Bank, National Theatre Wales and more. Scott also sits as a project lead on the marketing team for WordPress and is a regular speaker and writer on the benefits of using the WordPress platform, helping brands to understand how flexible content and strategic

digital experiences can shape a company and their marketing efforts.



**Warren Blackmore, Lab Class** – Warren is Director and Co-Founder of production company Lab Class.

He is a multifaceted creative with years of experience and skill as a director, editor, animator and VFX artist working on TV ads, brand campaigns and all other manner of video content.