



NAOMI STRUDLEY

Marketing & Communications Specialist



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About Me

As a Suffolk-based marketing consultant, I specialise in supporting businesses across the East of England in developing authentic and effective marketing strategies.

With over six years in the industry, I've had experience working across a variety of sectors including tourism, hospitality, leisure, healthcare, sustainability and charities.

I focus on delivering a personal approach that boosts brand awareness, drives sales, and ensures your business's marketing strategy aligns with its true identity.



My services encompass social media management, video editing, marketing strategy development, copywriting, and media relations.

Whether you're seeking to enhance your online presence, create engaging content, or develop a comprehensive marketing plan, I provide bespoke solutions to support your business's growth.

Experience



Developing strategic marketing plans: Crafting tailored marketing and social media strategies to meet key business objectives.

Compelling content creation: Writing high-value content to enhance brand authority.

Email marketing expertise: Creating newsletters that connect with audiences, drive engagement, and improve open and click-through rates.

Social media strategy & management: Leading strategies across LinkedIn, Twitter, Facebook, Instagram, and TikTok to grow audiences and maximise impact.

Visual storytelling: Producing high-quality videos, graphics, and creative assets that bring brands to life and capture audience attention.

Event marketing & support: Driving awareness and attendance for key events through strategic marketing and seamless execution.

Problem-solving & strategic insights: Analysing client challenges and providing tailored recommendations to overcome barriers and drive growth.

Public relations & media outreach: Identifying PR opportunities and securing media coverage by building strong relationships with regional and industry journalists.

Key Achievements

Grew social media following by 12,000+ in one year for a regional tourism brand, boosting engagement and audience reach.

Launched a brand awareness campaign for a manufacturing client, **attracting 500+ LinkedIn followers** in just six months.

Executed a high-impact event marketing strategy, achieving **90% of events sold out** for a week-long programme.

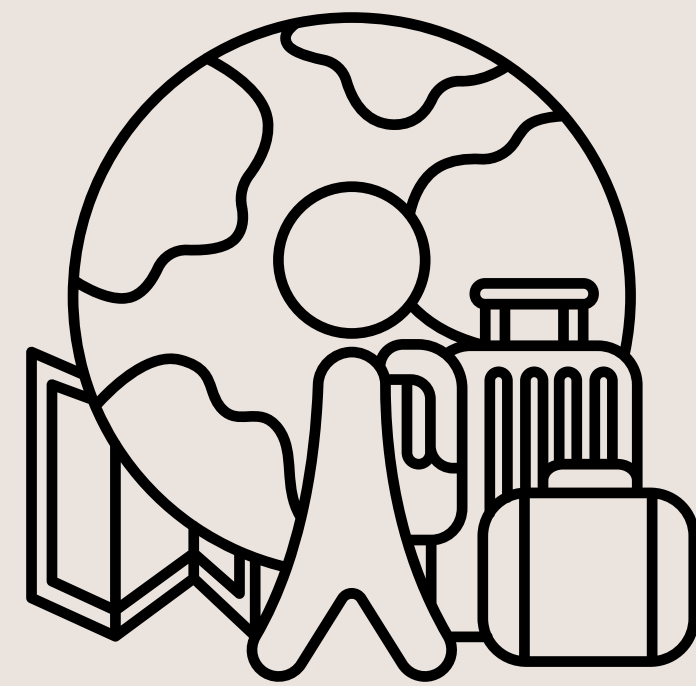
Created a TikTok growth strategy for a hospitality brand, **doubling post views** and increasing audience engagement.

Optimised email marketing, driving a **7% increase in open rates** and a **10% boost in click-throughs** for a tourism business.

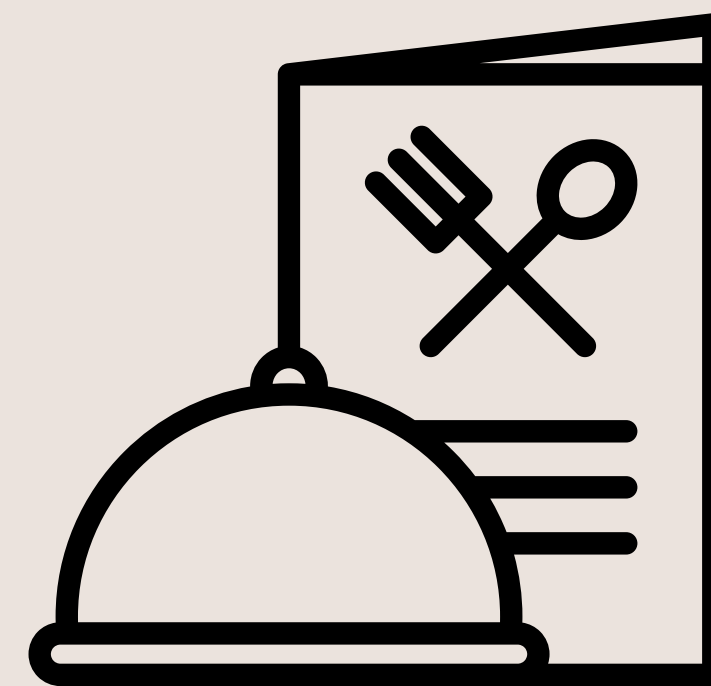


Sectors

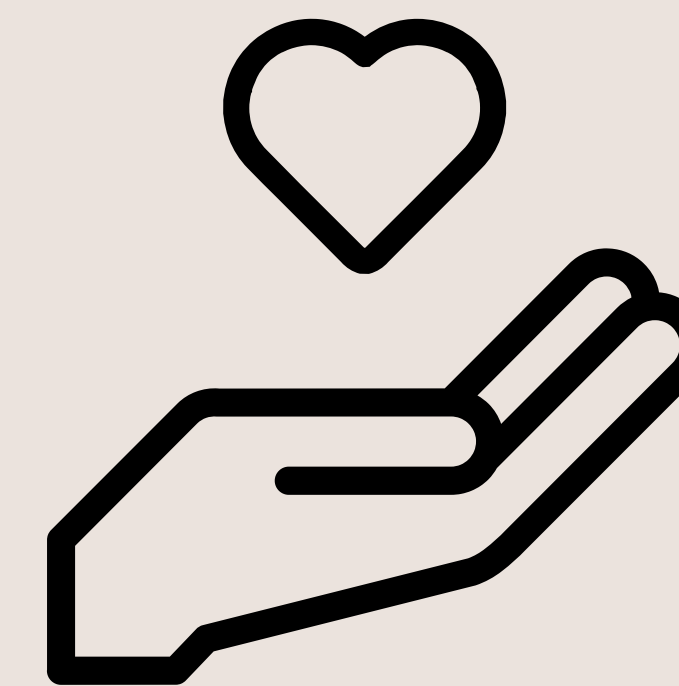
Working for integrated PR and marketing agencies has given me the experience to work across a variety of sectors with the ability to seamlessly adapt to each. The below shows the sectors I have experience working with to date.



Tourism &
Leisure



Hospitality



Charities



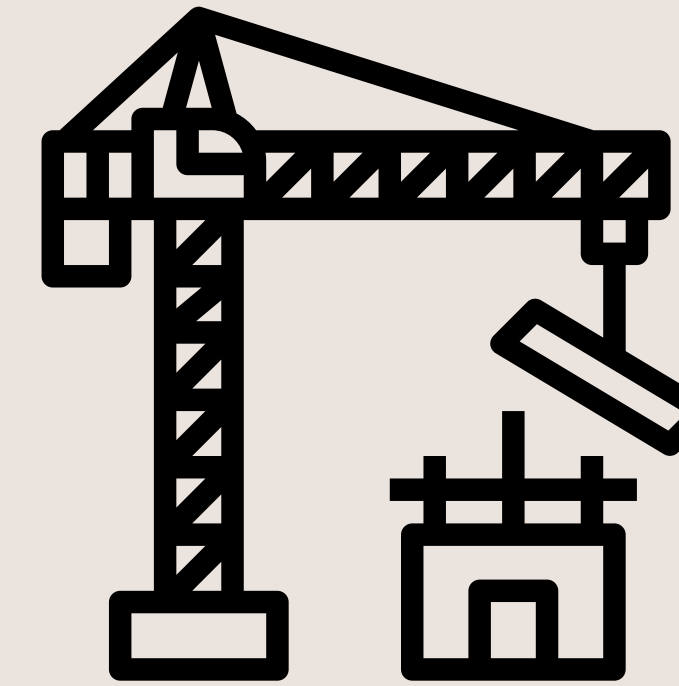
Life Science &
Healthcare



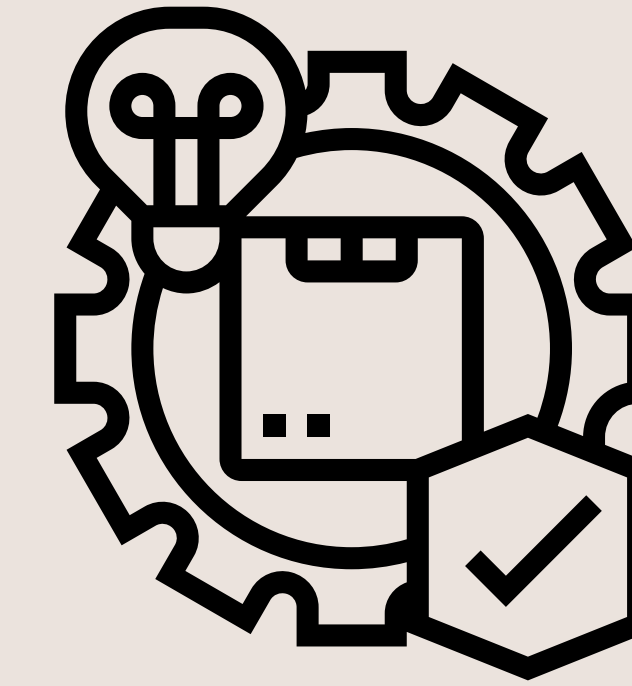
Public Sector



Renewables &
Sustainability



Construction



Manufacturing

Social Media

Experience across a range of social media channels to increase engagement and following by creating engaging content including graphics, videography and photography.

- **Content Creation:** Eye-catching graphics, high-quality photography, and engaging short-form video to captivate audiences and encourage interaction.
- **Social Media Strategy:** Tailored strategies designed to align with business goals, whether that's increasing brand awareness, driving bookings, or boosting engagement.
- **Community Management:** Engaging with your audience through comments, messages, and strategic interactions to create brand loyalty and trust.
- **Performance Tracking & Analytics:** Regular insights and reports to measure success and refine content strategies.
- **Paid Social Advertising:** Targeted ad campaigns that reach the right audience and generate results.



Content Creation



“Naomi is an **exceptional** marketing and communications professional, **highly organised, insightful, and knowledgeable** in her field.

“During her time she has made a deep dive into social media strategy and implementation, creating **engaging content, improving user interactions and developing new channels.**”

Sophie Braybrooke, CEO at Stay in a Pub

Videos & Imagery

Crafting visually engaging content designed to captivate and connect with audiences across a range of platforms. From dynamic videos for Instagram reels to imagery that showcases products and services on websites or social media, these creative videos and imagery are perfect for capturing the brand’s voice and purpose.

Infographics

Transforming data and insights into visually appealing infographics that are both informative and shareable. These infographics help to drive engagement on social media, blogs and email campaigns, helping brands communicate effectively and stand out in their industry.

Newsletters

Creating newsletters that not only inform but also inspire action. By blending compelling storytelling with strategic calls to action, newsletters can help businesses maintain strong connections with their audiences. From exclusive updates and promotions to educational content and business highlights, newsletters deliver value while driving measurable results.

Copywriting



Blogs

Blogs are an excellent way of getting visits to your website. Whether it's information about how your service sets itself above your competitors, or things that your customers should know about a product or service, there can be a blog written for just about anything.

Case Studies and Testimonials

Case studies and testimonials are a key part of building positive brand awareness. If a customer or client has received a great service or product, they are bound to share it with friends and family. So why not capture that in a written or video case study which you can shout about on your website or social media?

Press Releases

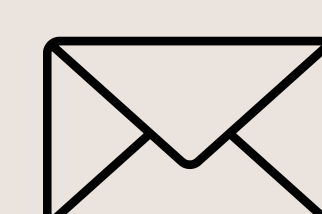
Got something to announce? Want to celebrate a recent success? Or got a new product or service to promote? Through expert copy writing, a press release can be something that journalists will be excited to cover, getting your businesses name into key media titles.



"I would **highly recommend** Naomi's consultancy services. She would **be an asset to any organisation** looking for a **knowledgeable, solution-driven professional.**"

Dionne Walton, CEO at University of Suffolk's Students' Union

Let's Work Together



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