



**Teresa  
Metherell**  
Freelance Marketing



**Teresa Metherell**  
BA (Hons) Chartered Marketer

## CREATIVE MARKETING TO HELP BUSINESS GROWTH

My name is Teresa and I am a CIM qualified freelance marketing professional based in Plymouth. I am passionate about helping small and medium sized businesses to better understand their client's needs and provide creative and innovative marketing solutions to support business growth.

### Understanding and meeting your marketing needs...

Is your business experiencing any of the following?

- Lack of time and resources to effectively market your business
- Not sure where to start with your marketing
- You already have marketing ideas but need support to plan and implement them
- Not enough time to measure and analyse the performance of your marketing
- Current marketing is not delivering your desired results
- Freelance support is needed to help with paternity leave, long-term absence, one-off campaigns or very busy periods.

Whatever challenges you are facing, I will provide you with the expertise, experience and support you need to make your business stand out from the competition. I always provide a personal, professional and customised service to accommodate your requirements and budget.

### Benefits of regular, planned marketing:

- Enhances company and brand awareness
- Helps to generate enquiries
- Helps to increase sales
- Encourages customer loyalty

Please turn over to read more about the services I provide and how I can help you.  
Contact me today to discuss your marketing needs: [teresa@teresametherell.co.uk](mailto:teresa@teresametherell.co.uk) | 07885 440597



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# MARKETING SERVICES

## Marketing Research

- Customer research
- Competitor research
- External environmental audit
- Internal marketing audit
- SWOT analysis

## Marketing Planning

- One, two- or three-year plan to include all areas of the marketing mix
- New product or brand launch plan
- Campaign plan e.g. social media, email marketing, PR or an event

## Digital Marketing

- Email marketing campaigns
- Social media
- Content creation for website, blog or online editorial

## Traditional Marketing

- Content creation for brochures, press releases, editorial and case studies
- Award entry content
- Advising on and sourcing branded merchandise
- Coordinating advert design and production
- Arranging design and print of marketing collateral
- Event management

## Marketing Analysis

- Marketing activity monitoring using appropriate metrics
- Recommendations for improvement or changes to marketing activities



## ABOUT TERESA

### Qualifications

I am well versed in all areas of marketing including research, planning, metrics, digital and traditional marketing. My qualifications include:

- BA (Hons) Business and Marketing Management - 2004
- CIM Diploma in Professional Marketing - 2017
- CIM Chartered Marketer status achieved - 2019

### Experience

I have nine years' experience working as a marketing professional for multiple brands across a diverse range of industries.

- Leisure • Tourism • Marine • Oil & Gas • Renewable Energy • Industrial • Engineering • Manufacturing • Retail • Legal

### Personal brand values

I am proud to have built the foundations of my marketing business based on my personal values which are essential to ensuring I provide you with the best service possible to help your business thrive and grow

- Hard work • Honesty • Reliability • Attention to detail

To arrange a free, no obligation meeting to discuss your marketing needs and how we can work together, please contact me today: Email: [teresa@teresametherell.co.uk](mailto:teresa@teresametherell.co.uk) | Tel: 07885 440597