



# Bryony Leatherbarrow

Marketing and Business Development Consultant

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## Links

 [LinkedIn](#)

## Languages

Italian

English

## About

With a robust background in sales and marketing, plus brand consultancy, I excel in creating engaging content for online sales platforms. Skilled at enhancing customer engagement and driving sales growth, I am adaptable and creative with basic French proficiency, ready to bring my unique perspective to any retail environment.

## Experience

### ● and Business Development

MARKETING | Jan 2000 - Jan 2024

### ● Consultant

| Jan 2000 - Jan 2024

- Hands on Marketing and Operations support for online/digital Covid 19 Start Up – QWERTY Commerce, and QWERTY Beer Box plus collaborator with many Start-Ups (including Big Winky), M&A specialist: PhD trainer, with IP (SAID Business School – Oxford University Lived Experience Expert, Mentor for Executive and FT MBAs, RAU-Cirencester)
- Executive Trainer for entrepreneurs in Southwest: Marketing and Finance Specialist at Business Link
- Creative Digital Marketing and Brand Building including content creation for online sales via company website, Amazon and other internet based sales platforms. See BIG Winky, CDC and Rolling Stones social media



### ● Senior International Visiting Lecturer and Tutor

Royal Agricultural University | Jan 2011 - Jan 2018

- Lecturer for MBA, MSc and Undergraduates, plus mentoring, coaching and support for overseas students
- Italian Mentee won Executive MBA of the Year for her performance

### ● Marketing Contractor

MITIE Facilities Management | Jan 2017

- Following acquisition of pest control services business, given short term task of introducing Mitie Pest Control (MPC) services to the Republic of Ireland. Mitie largely unknown in Ireland
- Within a week 4 firm appointments secured with resulting contracts for MPC, with potential for other Mitie services brought to the table, including Dublin and Cork Airports, major food and pharmaceuticals facilities and distribution centres. Typical lead time for such introductions 18 months

### ● Marketing Consultant

Jatech | Jan 2010 - Jan 2015

- Researched and developed business and especially marketing plans that delivered new target business for failing enterprise, turned around fortunes, removed bad customers, refocused enterprise on Profit and Service
- Reviewed and improved business using techniques including: 360 interviews, desk research, networking, mail shots, telemarketing/ cold calling, exhibitions, e-marketing, website and online marketing, social media (Linked In, FB, Twitter), PR, advertising and sales promotions
- Personally identified and brought on board 90% of new business accounts, delivering 50% of total turnover and majority of new profitable business leads including the largest and most profitable client in Jatech history, NMR (National Milk Records) o Solved major lab software issues o Refocused website o Innovated Farmer and Cow Data capture – dramatically improving data collection and decision making

### ● Marketing and Business Consultant

Guilfoyle Sage Accountants | Jan 2012 - Jan 2015

- Strategic overview, research and planning with Principal – reversed stagnation ready for merger
- Merger with sector market leader successfully achieved

- **Marketing Consultant**

All About On-Line | Jan 2013 - Jan 2014

- Delivered range of social media content for B2B and B2C key accounts (FB, Twitter, Linked In)
- Trained and Mentored Graduate intake in Marketing, Digital Content Creation and Presentation Skills

## **Education & Training**

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- **Cranfield University**

MPhil Marketing and Product Management,

- **Westminster University**

Bachelor of Accounting,

- **Bolton University**

PGCE He&Fe,

- **University of Newcastle upon Tyne**

BSc (Hons) Agricultural and Food Marketing,

- **Stroud College**

HND Fine Arts,