



Tina Thornton  
Director of Thistle & Bug  
Digital Marketing Manager & Social Media Consultant

#### Summary:

Dynamic and innovative marketing professional with over 10 years experience in various strategic marketing initiatives for diverse clients across industries. As a new Director of a creative marketing consultancy, Tina excels in developing creative and out-of-the-box approaches to drive impactful solutions for her clients. Her expertise lies in crafting compelling marketing strategies, enhancing brand visibility, and delivering measurable results through innovative campaigns.

#### Strengths:

- **Creative Problem-Solving:** Tina possesses a unique ability to think outside the box and develop creative solutions to complex marketing challenges. She leverages her creativity to bring fresh perspectives and innovative ideas to every project.
- **Strategic Thinking:** With a strategic mindset, Tina effectively aligns marketing objectives with overall business goals. She excels in identifying opportunities for growth, differentiation, and competitive advantage through strategic planning.
- **Collaborative Leadership:** Tina is known for her strong leadership skills and collaborative approach to working with cross-functional teams. She fosters a culture of creativity, teamwork, and open communication to drive successful project outcomes.
- **Client Relationship Management:** Tina builds strong and lasting relationships with clients by understanding their needs, providing tailored solutions, and delivering exceptional results. She is skilled at managing client expectations and ensuring a high level of satisfaction.
- **Innovative Marketing Campaigns:** Tina's strength lies in developing and executing innovative marketing campaigns that capture audience attention, drive engagement, and achieve desired outcomes. She combines data-driven insights with creative flair to deliver impactful results.
- **Adaptability and Resilience:** In a fast-paced and ever-evolving industry, Tina demonstrates adaptability and resilience in navigating challenges and embracing change. She thrives in dynamic environments and is quick to pivot strategies as needed.

#### Professional Experience:



- Director, Marketing Consultancy (Current Position): Partners with the founder in providing strategic marketing consulting services to clients. Develops creative marketing strategies, manages client relationships, and drives business growth through innovative solutions.
- Marketing Assistant: Managed community outreach for a fiber internet company, developed integrated marketing campaigns, and led cross-functional teams in executing activations across countryside events.
- Marketing Consultant, Independent Practice: Provided marketing consultancy services to small and medium-sized businesses, offering tailored solutions to improve brand visibility, customer engagement, and sales performance.

#### Education:

- Currently studying Masters in Strategic Digital Marketing
- Bachelor's Degree in Youth & Community Work with Applied Theology

With her strengths in creative approaches and solutions, Tina strives to help clients achieve their business objectives and stand out in competitive markets through innovative and strategic marketing initiatives.