

# ✓ Marketing and communications

- Marketing communications strategy, planning and implementation of campaigns for content, website, social media and events management
- Project management and marketing planning, resourcing, scheduling, budgeting and supplier management – from concept to publication
- Extensive planning, managing and delivering publishing projects for print and digital

# ✓ Skills

- Excellent communication and interpersonal skills
- Builds strong working relationships across organisation, teams and individuals
- Exceptional organisational skills including identifying, analysing and prioritising tasks and projects
- Coaches and trains in goal setting, implementing habits, productivity, tools, systems and accountability
- Pragmatic solutions-focused with strong analytical and problem solving skills
- Thrives in growing, learning and developing new skills to aid others

# ✓ Industries

- Education
- Technology
- Engineering
- Software
- Distribution
- Agencies
- Charities
- SMEs

# ✓ Education employment and contracts

- Cambridge Assessment
- Cambridge University Press
- Murray Edwards College,  
University of Cambridge
- Downing College,  
University of Cambridge
- University of Cambridge Institute for  
Sustainability Leadership

# ✓ Person profile

Passionate about self-development, people, communications, problem-solving, productivity, rituals and habits, apps, technology, writing, music, comedy, mindfulness and health.

Thrives in a people environment, enjoys learning about what drives individuals, specifically around personal development and productivity.

A slightly geeky communications guy, but very personable *in real life*.



# ✓ Testimonial

“Sail’s strength lies in his strong planning and organisational skills, combined with up-to-date professional knowledge of trends in digital communications and design.

As an interim team member, Sail was exceptional in communications about priorities and progress - not something found in all contractors. He uses technology in amazing ways to keep track of his work and to provide you with real-time progress updates.

Sail's energy and motivation seem never to flag. He is fun to work with, as well as professional, balancing into our team very well, not always easy to do as a contractor. This quickly built strong working relationships with all the team members.

Sail secured the confidence of the senior management team, helping to ensure projects were delivered and monitored - and mitigating against time slips when these happened beyond his control.

I loved working with Sail so much that we extended his contract to complete a number of special projects, even though we had recruited his permanent replacement. I would not hesitate to work with him again when the right projects come up.”

*Fiona Duffy,  
Director of Development,  
Murray Edwards College, University of Cambridge*

