

# KATRINA YOUNG

TEACHER/LECTURER

PUBLIC SPEAKER

DIGITAL MARKETING  
CONSULTANT



**BUSINESS STRATEGIST- MENTOR**

**COACH - ADULT EDUCATOR**

**MARKETING & LEAD GENERATION  
SPECIALIST**

**BUSINESS SOLUTIONS ARCHITECT**

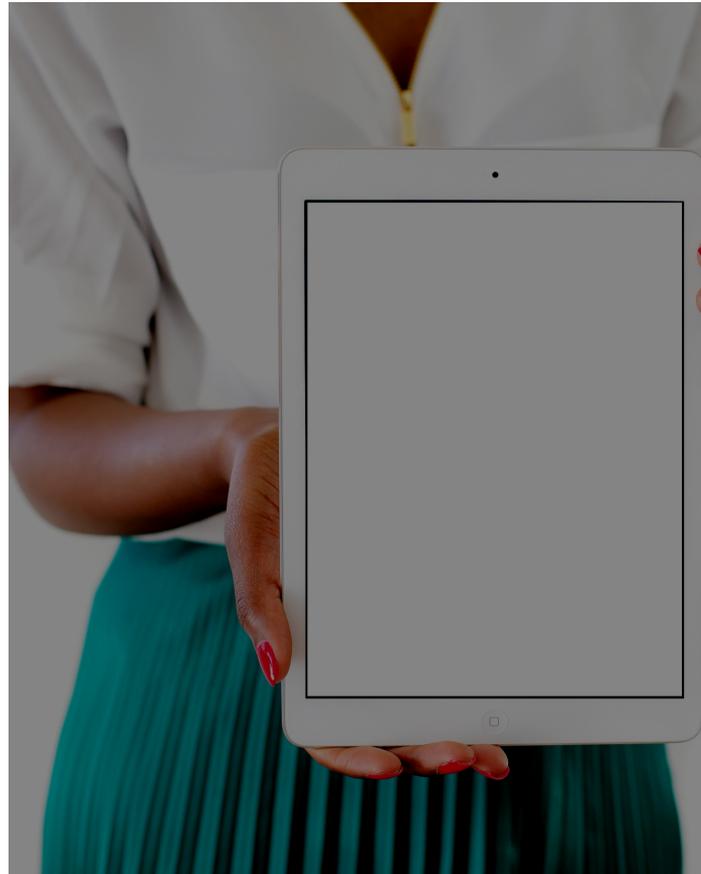
Katrina works with organisations, corporations, entrepreneurs and business owners to market their services, monetise content and engage their audiences through lead generation and automated sales funnels. By packaging their knowledge and services into great products, training solutions, programs, and business models, which deliver value, freedom and drive customers and traffic to their products and services.

She is on a mission to provide honest and Innovative strategy to help entrepreneurs, corporations, enterprises become profitable, sustainable and scalable. She works with wonderful clients to engage their audience via social media channels, direct email campaigns and optimised sales marketing funnels.

## EXPERIENCE

Katrina's 18+ years of extensive marketing experience as a Strategist/Consultant include working on behalf of Research Houses as a usability tester, market researcher and focus group facilitator, managing consumer interviews with clients such as Tefal, Experian, Coutts, Moschino, Vodafone, Volkswagen, Kia, Jaguar, BMW, Sony BMW Mini, Department of Health, HSBC, Persil, Muller Light, Mcvities, Disneyland Paris, Candy and Candy, Levis, Diesel, American Tobacco, AOL, EE, T-Mobile, Verizon and Investec as well as more on Research, Marketing, Focus groups and Advertising campaigns.

Katrina is a Virgin Start Up & Princes Trust Mosaic mentor. She holds a Prince 2 Project Management certificate, a Degree in Marketing & Advertising with a certificate in Teaching and Lecturing with the City & Guilds. She is currently studying Robotics and Robotic Process Automation.



**WRITING**

**CONTENT  
CURATION  
CREATION &  
SYNDICATION**

**BLOGGING**

# EVENT FACILITATION

Available for Assessment's, Teaching and Training - Speaking - Facilitation - Conferences - Away Days - Team - Universities - Strategy Workshops for Business Development and Sales Teams - Retreats - Conferences - Seminars - Workshops - Discussions - Building - Corporate events - Panels - Roundtables - After Dinner events - School - Career Days - Incubators - Accelerators - Panels - Executive Meetings - Growth Accelerators - Charities - Technology and Innovation events and seminars

*I speak on the following topics:*

*\* Lead Generation & Sales Funnel Strategy*

*\* Strategic Networking - Leverage and monetise your connections*

*\* Top metrics you need to track in your Digital Marketing Campaigns*

*\* Attracting customer via Social Media Channels - are you customers here, cta's, twitter, linked in b2b, b2c - plan, targetting, keywords, traffic*

*\* Local Marketing*

*\* Marketing yourself, Business and Products Online and Offline Lead Generation and Traffic strategies*

*\* Women in Tech*

*\* Project Management, Automation, Systems, Processes and Operation for your Business*

*\* Content Marketing and Content Syndication*

*\* Monetising your Skills and Knowledge*

*\* Entrepreneurship*

*\* Social Media and Engaging and reaching your audience*

*\* Customer Journey Mapping and buyer and cycles*

*\* Overcoming Adversity & Diversity & Equality*

*\* Transformation and Change*

*\* Digital Marketing & Social Media*

*\* Feminine vs masculine selling styles*

*\* Facebook Advertising retargeting*

*\* How sales objections can help you sell better*

*\* Selling yourself in a corporate setting*

**BOOK NOW**

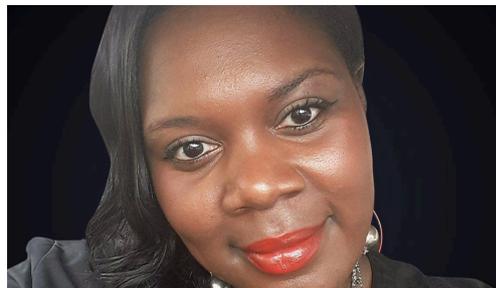
## CONTACT

Complete the bookings request form [bit.ly/KYCdigitalguestspeakerbloggerandwriter](https://bit.ly/KYCdigitalguestspeakerbloggerandwriter)



**PODCAST GUEST**

**SPEAKER 1 SHEET  
AVAILABLE**



**BOOK NOW**

**CONTACT**

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