

Emma

Senior PR Account Manager

DEBUT YEAR: 2023

RDP
COMMS

SPECIAL EXPERTISE:

Copywriting, PR, 14 years of experience in agricultural marketing and communications strategies that result in informative, relevant and successful outcomes.

KEY SKILLS:

Creativity, keen eye for detail and a passion for creative storytelling, strategic thinking, analytical, tracking ROI, A/B testing, analysing results, managing budgets, and adapting content accordingly.

SOFT SKILLS:

Relationship building, strong communicator, highly organised, multi-tasker, team player.

HIGH STRENGTH RATING IN:

Product launch strategies, communication planning and creative storytelling.

Emma

A.K.A.

Em-blaze



AGRI

HEROES

EMMA IS THE ULTIMATE ALL-ROUND POWER HOUSE. WITH LASER-LIKE ATTENTION TO DETAIL AND THE ABILITY TO SEE THINGS THROUGH TO THE VERY END!

CREATIVITY

8

TEAMWORK

10

COMMUNICATION

10

INNOVATION

9

AGRI KNOWLEDGE

9