

Toby

PR Account Director

DEBUT YEAR: 2023

RDP
COMMS

SPECIAL EXPERTISE:

PR copywriting, sustainability and environmental matters including climate change and strategy.

KEY SKILLS:

Client and relationship management, technical copywriting, PR and editorial copy, research and topic assimilation, interviewing, persona and messaging development, project management, content generation and adaption for any medium, scientific insight, stakeholder management, journalist liaison, new business pitch creation and costings.

SOFT SKILLS:

Problem solver, idea generator, networking, leadership, communications.

HIGH STRENGTH RATING IN:

Crisis comms, strategy, climate research, sustainability, and environmental sector experience.

Toby

A.K.A.

Firestorm



AGRI

HEROES

A MASTERFUL PR MAGE. TOBY'S A SOURCE OF GREAT KNOWLEDGE WITHIN THE CLIMATE, SUSTAINABILITY AND ENVIRONMENTAL SECTORS.

CREATIVITY

8

TEAMWORK

9

COMMUNICATION

10

INNOVATION

8

AGRI KNOWLEDGE

7