

KATHRYN DUKES

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DOB: 17th December 1968

EDUCATION & QUALIFICATIONS

1987 – 1990 1st Class BSc Hons Psychology degree, University of Bristol
1985 – 1987 4 Grade A A' Levels, Aylesbury High School for Girls
1980 – 1985 9 O' Levels, Aylesbury High School for Girls

PERSONAL PROFILE

An innovative, dynamic, self-reliant and team orientated businesswoman with diverse business skills and experience; driven to achieve excellence and relishes fresh challenges.

SKILLS & ACHIEVEMENTS

- Fast tracked to a Senior Management role in a large corporation by the age of 27
- Extensive senior stakeholder management and liaison experience
- Total responsibility for the marketing, finance and HR functions for a group of companies which grew from a turnover of £1.8 million to £3.5 million in 4 years
- Total responsibility for the marketing and business development and involved in all key decision making for a company which grew from a turnover of £300,000 to £1.8 million in 7 years
- Extensive proposition development, including developing the largest in-pharmacy flu vaccination programme, which has been taken up by organisations such as Tesco, Asda, Co-operative and Superdrug
- Initiated and created a comprehensive specification for a front-to-end online PGD system
- Created and executed numerous websites for small businesses
- Implemented HR processes, documentation and standards in several companies
- Developed and implemented marketing strategies for several companies
- Developed a hand-held PC solution for field marketing organisation

Highly skilled in Word, Excel, Powerpoint, Adobe Photoshop, InDesign and Muse, Sage and other bespoke software

WORK HISTORY

January 2006 – January 2015: Business Consultant

Working with clients who range in turnover from £100,000 to £3.5 million. Clients cover sectors including Building Conservation, Lime Mortar Production, Builders Merchant, Private GP Surgery, Building Surveying, Hairdressing, Canine Hydrotherapy. Services offered include:-

- **Proposition development**
- **Branding and marketing**
- **Business management**
- **Business development**
- **IT development**
- **HR**
- **Business relocation logistics**
- **Financial management**

Current client: Doctor Now Ltd

DOCTORnow is a private GP Practice based in Beaconsfield, Buckinghamshire.

- Held roles of Business Manager, Business Development Manager and finally Website developer
- Responsible for the strategic direction and growth of the business, which grew by 300% during this period
- Responsible for the complete marketing portfolio – direct marketing, online marketing, PR, editorials, advertising, social media, websites, events, artwork creation, website management and print production
- Developed new propositions such as Corporate Memberships, PGD Services, Hotel Doctors, On-site medical health testing
- Development of IT solutions such as Practice Management software, Sage Line 50 adaptations, Online patient surveys and PGD helpline recording and management
- Designed and have nearly finished creating My Medication - an online Doctor Consultation website for issuing Prescription Only Medicine and health advice
- Liaised with private individuals, corporations, pharmaceutical manufacturers and pharmacy chains to create solutions such as bespoke membership schemes, PGD programmes, on-site medicals, health education programmes, on-site flu jabs, telehealth and travel clinics
- Increased customer base through targeted and successful marketing on a very small budget
- Financial Management including all costings and pricing, profit analysis, budgets, management reporting, Sage setup and data analysis
- Also responsible for IT, marketing, health and safety, Legal and HR Functions
- Managed the logistics of patient/membership communications from initial registration to renewals including letters, emails, phone calls, Direct Debit set up and management, database updates and newsletters

Current client: Owlsworth Group, Marketing Consultant

The Owlsworth Group comprises Owlsworth IJP – one of the UK's leading building conservation specialists, Old House Store – a builders merchant specialising in traditional and eco-friendly materials for historic buildings and EcoRight – a manufacturer of lime mortars and plasters. They are now based in Caversham

- Responsible for the marketing strategy and creation for all three companies in the group
- Creation of all literature, offline print and advertising
- Conception, design and implementation of websites and social media
- Part of the team developing the multi-channel online retail solution for Old House Store
- Introduced HR structures, procedures and disciplines to the whole company
- Responsible for overseeing the logistics of relocation
- From a standing start, Old House Store now turns over around £1 million

October 2002 – December 2005: The IJP Group, HR and Marketing Director

The Owlsworth Group was The IJP Group before a Directorial and Shareholder change. They were based in Henley on Thames

- Responsible for the strategy and implementation of all marketing and HR across the Group
- Responsible for the overseeing and reporting of financial information
- Management of budgets and costings of all products
- Heavily involved in the initial concept, business plan, branding, strategy, costings and marketing of a new company - Lime Technology, which produces lime and hemp mortars, plasters and blocks. During the 3 years I was involved it grew to a turnover of £760,000

September 2000 - October 2002: Old House Store, Marketing Manager

- Responsible for the initial launch, and then the development and implementation of all marketing for Old House Store
- Management of financial budgeting
- Development of product pricing

September 1997 - August 2000: CPM Field Marketing, Client Services Manager

CPM is a leading international sales agency specialising in field marketing, contact centre and digital marketing solutions

- Managed a workforce of 60 demonstrators, including the initiation and management of UK-wide territories
- Responsible for the recruitment, management and customer complaint resolution for 120 door to door salespeople
- Developed a hand-held PC solution for field marketing personnel throughout the company. Developed and delivered the training for a pilot group, then rolled it out to the entire Mars field team. This model was replicated across all other field teams

1990 - 1997: The Grass Roots Group, Planning Director

Grass Roots is the world's leading provider of employee and customer engagement solutions. Its Head Office is based in Hertfordshire, with 15 offices based around the globe.

1994 – 1997: Planning Director

- Initially Planning Manager, promoted to Planning Director
- Reported to Board Director
- Responsible for the in-company research and design of performance measurement, staff motivation/incentive, educational and loyalty programmes for numerous blue chip companies
- Researched, pitched for, won and designed, specified and handed over programmes for numerous companies including Hyundai, Regus, Panasonic, Waverley Vintners, Specialeyes, Avco Trust, GM, BT Retail, Whitbread
- Panasonic programme was recognised in the ISP awards
- Developed and introduced a personnel development programme for Grass Roots, which included competency based appraisals and personal development
- Management of two staff members

1992 – 1994: Account Manager

- Reported to Account Director
- Responsible for the daily management, financial control and strategic direction of various staff motivation/incentive and performance measurement programmes for several blue chip companies
- Responsible for approximately £1,200,000 turnover
- Clients included Lloyds, Habitat, Burger King
- Managed the daily tasks for all programmes, client liaison, meetings, reviews, feedback, data collection and analysis, programme design and development
- Management of one staff member
- Designed a new Vocational Test for the recruitment of Account Executives
- Trained staff in the psychology behind motivation

1990 – 1992: Account Executive

- Reported to Account Manager
- Responsible for the implementation of the daily activities involved in the running of motivation and incentive programmes for several companies including Habitat, Citroen, Alfa Romeo
- Reviewed and tested the reliability of the psychometric testing for new employees, researched and suggested a more robust system

PERSONAL INTERESTS

I am married, with two children, aged 19 and 14. As my husband works in the building conservation industry his passion for historic buildings has spread to me. We are National Trust and SPAB members.

We converted a barn into our home, which won the LABC Central Building Excellence Awards in 2013. I was the 'architect' and also sourced everything for the house internally, which came in on budget.

I am active in my village, playing an enthusiastic part in our local Amateur Dramatics Group. I led the development of our Community Led Plan for 3 years - the basis for the future of our Parish, which was completed in 2013.

I am an Associate Governor for our village's Primary School. I have a voluntary role as a Business Adviser for a Young Enterprise group at Waddesdon C of E School.

I enjoy exercise, particularly running, tap dancing and walking the dog in the local countryside. I like to make creative use of my PC skills, making personalised cards and videos for family and friends.