

Dianne holds a degree in Marketing and Public Relations and is able to formulate and execute business strategy and integrated marketing plans. Experienced in creating PR strategies that cater to a wide range of stakeholders. Dianne also has a background in teaching, having taught in both Secondary Schools and Colleges delivering Business Studies, Marketing and ICT qualifications up to A-Level. This teaching experience, along with leading group coaching sessions for a national brand, has strengthened her business networking skills and developed her into a confident speaker and presenter.

Dianne has worked with several businesses in a Marketing capacity, from creating marketing & PR plans to creating promotional materials such as leaflets and logos. As marketing has accelerated online, she has gained super transferable skills in online marketing and is competent in delivering Social Media campaigns – tailoring campaigns to fit specific platforms and audiences.

Dianne has a range of ICT skills including competency in Word, PowerPoint, Excel and data analysis software 'SPSS'. She has created brochures and presentations for training, marketing & information purposes. Competent in the use of Graphic Design software Canva and has created logo's, PDF brochures, website/social media banners, posters and other digital images as promotional materials.

Dianne has written Press Releases for different types of businesses and audiences. In the last 12 months, she career-changed into TV, Film & Theatre production with her marketing skills used to promote these. Her earlier career has provided excellent transferable planning and organisational skills.

Dianne has assisted in fundraising for productions and is currently working with PRS in the process of securing a music license for a concert production.

In addition to her work as Assistant Producer on Briefs, Dianne has formed a production Company with West End Actor/Dancer Ashley Luke Lloyd, Writer and Producer and Emmerdale Actress, Singer, Kelsey-Beth Crossley. In this partnership she has worked as Assistant Producer on '*Lovedown*' - a lockdown online dating reality show, *Made in the Eighties* – a movie currently in post-production working with Director Balazhs Hatvani, *Alice in Wonderland – Down the Rabbit Hole!* – a theatre show also currently being recorded as an Audiobook which stars CITV

presenter Kerry Boyne as Alice and is currently working on pre-production as Assistant Producer for a documentary-concert to be filmed at the Winter Gardens Blackpool, working with Jodie Prenger as part of the production team and performer and other well known West End leading Actors and Dancers.