



# Kate Hill (Ba Hons)

## Marketing Director

### Experience

After graduating from Liverpool University with an Economics Degree, my only thoughts were to go into 'Business' which is why I didn't hesitate when I was offered a place on the Black and Decker Graduate Programme. For the next few years, I was lucky enough to work in every area of the business, and I was naturally drawn to Sales and Marketing (I was also pretty well trained on almost every power tool out there!).

I moved into promotional items, working in London and China and from there made the leap into Marketing. I started with GLP in 2009 and with the speed technology is changing, worked hard to ensure the agency has stayed ahead of the game in terms of value for our clients and service to our applicants. The arrival of social media has been a game changer and our goal is to become the most recognised estate agency on and offline in Central London.

### Why am I good at my job

I am most definitely a people person and the highlight of the day is meeting clients and viewing properties. I enjoy introducing new ways to advertise homes, for instance at the moment every property has their own individual 'reel' on social media and we're currently experimenting on different styles and what works for our audience. We are getting hit rates of over 5000 people per reel! It's really rewarding being able to monitor how successful a campaign has been and track what approach has worked best. In addition, because we are independent it allows us to be flexible and to change our strategy within hours to get the very best results for our clients. Obviously, I am biased but is also a very friendly, happy office to work in.

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“Kate dived straight in with a multitude of ideas and inspiration on how we could re-energise the marketing of our property, so much so that we decided to move the sale across to the Greater London Properties team. Lucky we did, - after some additional marketing tweaks along with a quirky promotion on social channels, we received a cash offer! She was a breath of fresh air”.

Private buyer

