



Brief Biography

Ewa Shephard :: Zing Creative

I have a broad based business experience which is ideally placed to help develop client brands, act as a marketing/PR sounding board, and help promote businesses in a wider capacity, as well as design and technology services offered.

My expertise comes in the form of my ability to anticipate and respond to marketing, PR and design needs in the most effective and well communicated manner, with a more 'rounded' client focused view.

My entire working life has been spent within marketing, design and PR, spread across a variety of business sectors including motorsport, food and drink, retail (FMCG), telecommunications, legal services, IT, training, construction, the NHS, and interiors.

My career started with technology brands such as IBM and Toshiba and I then swiftly moved into motorsport with Prodrive and Vauxhall Motors. After a number of years as business manager and then marketing/PR manager within the NHS in Oxford, I became the in-house PR for Fired Earth and Aga (within the luxury lifestyle sector), I was subsequently head-hunted by The Stovax Group (another manufacturer within the lifestyle area) to head up their entire public relations offering. I then continued on a freelance career and clients included brands such as Ideal Standard, Baumatic, Osborne of Ilkeston bespoke kitchens, RAK Ceramics, and Adamsez. This was supported by work within the design and communications teams at social housing providers Devon & Cornwall Housing and Magna Housing. Most recently I have been working within the legal sector as head of marketing for WBW, a large law firm in Devon, and previously as head of communication at Stephens Scown, another large Westcountry law firm.

Recent work has included website design and graphic design for print and marketing (including social media support) for various clients. Most recent has been the design and production of a 244-page coffee-table style book for a Swedish knitwear designer, including the launch and promotion of this to the trade and consumer press, bloggers and online retail outlets. Websites designed include:

- Notting Hill Editions (www.nottinghilleditions.com) an e-commerce website for a niche publishing house, selling internationally
- Cullompton Farmers' Market (www.cullomptonfarmersmarket.com) self-explanatory
- The Drewe Arms, Broadhembury (www.drewearmsinn.co.uk) a local business website
- Orgueil (www.orgueil.uk) a small offshore funding specialist wanting a simple web presence
- TSG Devon (www.tsgdevon) a local building/property renovation business
- Gift Horse (www.gifthorse.org.uk) a therapist using horses as part of the treatment (equine assisted therapy)

... with others in progress.

I am currently retained by a handful of clients for various traditional and digital marketing and PR services.

