

Ref DM172

## What Katy Did Next - Marketing

**Katy Worton, a postgraduate in Occupational Psychology from the University of Sheffield, has joined DavyMarkham's marketing team. She will play an integral role in the continued development of the company's successful marketing programme. The heavy engineering concern was recognised recently in the Sheffield Business Awards for its work in promoting the city's manufacturing expertise and Kate will contribute her skills to this award-winning team.**



“We maintain an active, global marketing campaign, using our in-house resources and external consultants, in order to raise DavyMarkham's profile in key customer markets,” says Marketing Executive, Jackie Cook. “Katy will help to ensure that we sustain high quality communications, both externally and internally.”

Katy (26) was educated locally at Stocksbridge High School and Barnsley College, before studying for a degree in Psychology at the University of Hull, then latterly qualifying for her Masters at Sheffield. As a requirement of her Masters Degree Kate undertook a consultancy project at DavyMarkham, which reviewed the effectiveness of current policies and procedures. From this project, recommendations were made to the company and all have now been successfully implemented. Her enthusiastic and methodological approach led to her being offered a full time position on the marketing team.

## Press release

Before joining DavyMarkham, she volunteered for professional consultancy and training services company, Sereniti, and prior to that spent a total of six years, both vocational and full time, with world-class retailer Marks & Spencer, most recently in the Finance & Staff Services department. She also took a year out, in Canada, where she followed her ambition to learn to snowboard and became a Trainee Assistant Manager, at Carlbergs, Whistler BC. As part of her continuing development Kate has recently started her professional diploma in Marketing from the Chartered Institute of Marketing.

In her new role, Katy will be concerned with the development and maintenance of a computerised marketing database, internal staff communications, market research activities and the creation of marketing materials. She will doubtless use her specialised occupational psychology knowledge to assist with the company's staff recruitment and career progression programme.

Further enquiries to DavyMarkham at Prince of Wales Road, Sheffield S9 4EX, telephone 0114 244 9971, email [kevin.parkin@davymarkham.com](mailto:kevin.parkin@davymarkham.com)

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