



ANNA KINGSLEY'S PORTFOLIO


Examples of:

- Blogging/Blogs/SEO
- Product Marketing & pages built for websites
- Email Marketing
- Social Media Marketing
- Blogger Outreach & Influencer Marketing
- B2B Corporate docs for Biz Dev
- Influencer Marketing

From companies including:

- PowToon
- Routeperfect
- Veribo
- JWT
- Match.com
- Coca-Cola

PLUS:

- Awards
 - Testimonials & Recommendations
 - Certificates
- 



Search the Awesomeness

Awesome Posts

2 WEEKS AGO
How To Engage Your Users

2 WEEKS AGO
What went viral in 2014?

2 WEEKS AGO
How Attention Hacking Generated



5 Best Prezi Presentation Alternatives

JORDANA PEPPER 1 YEAR AGO 166 COMMENTS

In the last couple of years many people have been searching for innovative ways to create executive, unique, and memorable presentations. PowerPoint was exciting in the early days of its



Free Animation Software – Yes, 2D Animations for Free!

JORDANA PEPPER 2 YEARS AGO 25 COMMENTS

Routerperfect's Blog I developed and wrote for


<http://blog.routeperfect.com/quiz-3-countries-will-visiting-year/>

<http://blog.routeperfect.com/vegetarian-holiday-in-europe/>

<http://blog.routeperfect.com/coffee-tour-of-the-mediterranean-a-cup-of-joe-to-go/>

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[EUROPE TRAVEL](#)
[QUIZ](#)
[SOLO TRAVELS](#)
[TRAVEL BY DESTINATION](#)
[TRAVEL TIPS](#)




Quiz: where will you travel this year?!

By Anna Kingsley on January 2, 2018

Like 7

Have you been bitten by the travel bug, but can't decide where you want to go to next? Then, take our quiz to find out which three destinations you'll be...

Like 7



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[SOLO TRAVELS](#)
[SPAIN TRAVEL](#)

[TRAVEL TIPS](#)
[UNITED KINGDOM TRAVEL](#)
[VEGETARIAN TRAVEL](#)


A Vegetarian Holiday in Europe 2018 Guide

By Anna Kingsley on October 1, 2017

Like 8

Being vegetarian or vegan is more than just a personal choice. It's a belief system and a lifestyle. While no one should worry about meeting their needs as a vegetarian, the...

Like 8



[ITALY TRAVEL](#)
[PORTUGAL TRAVEL](#)
[SPAIN TRAVEL](#)
[TURKEY](#)

Coffee Tour of the Mediterranean – A Cup of Joe to Go!

By Anna Kingsley on September 28, 2017

Like 41

The scent of roasted coffee stirs the imagination and creates sly smiles for coffee aficionados worldwide. As we know there's nothing better than a good cup of joe to...

Like 41

Promotion of blogs written for Routeperfect


RoutePerfect is feeling spiritual at Europe.

Sponsored ·

With all of the #history and #mystery around All Saint's Day, we've created a special blog-post for those who possess a deeper curiosity about spiritual world: <https://goo.gl/VCC9vM>

Check out some amazing and interesting #pilgrimage sites around Europe!

Explore the world YOUR way with www.routeperfect.com



Summer Solstice is coming, are you ready? ramp it up for some Pagan festivities and White Nights in Northern Europe! Find out where it all goes down and plan your rockin' summer vacation 😊

RoutePerfect.com - Explore The World YOUR Way!



The Ultimate Destinations For Summer Solstice - RoutePerfect Blog

This is the perfect time of year to visit Pagan places, such as Stonehenge in the UK and catch some White Nights in Scandinavia and Iceland.

BLOG.ROUTEPERFECT.COM

Today on International Coffee Day, we have created a new coffee inspired #itinerary just for you! Check out the best spots in the #Mediterranean! ❤️ ...
See More



Coffee Tour of the Mediterranean – A Cup of Joe to Go!

We've created a coffee tour of the Mediterranean as we know that when you think of Europe you think of coffee houses lining paved piazzas. #adventure #coffee #europe

BLOG.ROUTEPERFECT.COM

Learn More



Today is the European Day of Languages!

At ❤️ www.RoutePerfect.com ❤️ we have 14 languages spoken around the office! 😊

--> What about you? Give it a quick count and let us know!



Car Lovers' Dream: Planning a Trip to Italy - RoutePerfect Blog

Planning a trip to Italy is a dream for car lovers! From classic Ferraris to outrageous Paganis, some of the world's coolest cars originate in Italy. #adventure #bellag

BLOG.ROUTEPERFECT.COM

Learn



Futeran.

Sponsored · 🌐

😊 Even without a common #language, everyone understands a smile!!! 😊
Happy #WorldSmileDay to our travelers around the world!
Explore the world YOUR way with ❤️ www.routeperfect.com ❤️



127 Reactions · 3 Shares

Answers can be found somewhere in the blog, so keep your eyes peeled! 🍷
<https://goo.gl/rBGLL2>



A Pasta Lover's Guide to the Best Attractions in Italy! -...

Sometimes history is meant to be seen AND tasted. Check out our easy guide to the best attractions in Italy for your eyes, your feet, and your stomach! #amalfi #amalficoast #capri

BLOG.ROUTEPERFECT.COM

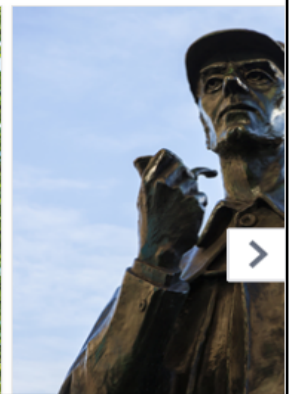
Learn More

42 Reactions · 2 Shares

Inspire yourself this #BookLoversDay by perusing our UK Literary Tour! 📖
<https://goo.gl/6QBv3t>

Visit historical sites like Dove Cottage, Anne's cottage and Bath - it's a good excuse to start reading again!! 📖

Explore the world YOUR way with www.routeperfect.com 🌍



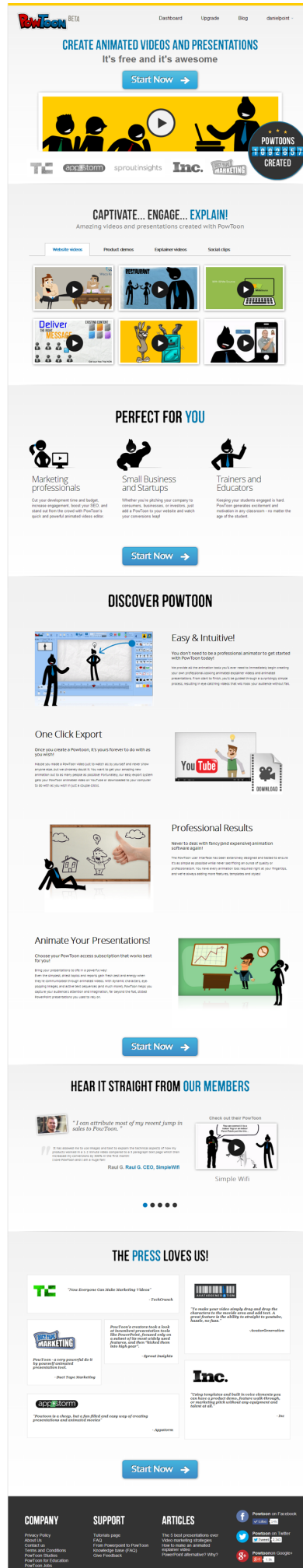
A screenshot of a PowToon presentation slide. At the top, there's a navigation bar with 'Delete', 'Save', and 'Publish' buttons. Below that, a toolbar contains icons for text formatting (bold, italic, underline, text color, background color) and navigation (back, forward, search, etc.). The slide itself has a dark blue background. On the left, a large red circle contains the number '4'. To its right, a white banner with a black outline contains the text 'CRITICAL ELEMENTS TO GIVE YOUR' in red and black. Below this, a computer monitor displays the words 'VIDEO PRESENTATIONS' in a stylized font. To the right of the monitor is a large, yellow, comic-style explosion graphic with the words 'WOW FACTOR' in bold black letters. At the bottom left of the slide, there's a small circular profile picture of a woman, followed by her name 'Anna Kingsley' and title 'Director of Marketing (CMO) at PowToon'. The slide content reads: '4 critical elements to give your videos the WOW factor! Having a powerful app without an effective strategy is like having a shiny Rolls Royce in your garage but you don't have the keys to it. I've personally seen way too many animated videos made with the best of intentions, with people spending lots of time and money in the hope of creating something awesome - but without knowing the 'Wow Factor Formula' - their videos came out looking unprofessional and half-baked. Once you learn the 'Wow Factor Formula' and the proven science behind it, your animated video will start to look completely professional so whether you need an explainer video, product launch video or just need to impress your clients, colleagues and investors you'll be able to make the impact you need to. As most marketers know by now the reason videos are so important is because recent as to why video is important is that it increases your conversion as it increases engagement with your customers. For examples, those who created a PowToon with the Business Account saw an increase of 300% in signups and sales. The content you're about to learn is the same training your six figure salaried animator at Pixar learned, but he didn't learn the psychology and neuroscience behind it. So what are the four elements you need to have in every frame of your video presentation.'

PRODUCT MARKETING

Examples of pages I created
&
product improvement.

All examples provided a significant uplift/positive ROI

Newly designed homepage for PowToon



Designs for a new Pricing Page



Dashboard Premium Club Upgrade Resources peter70

FACT: PowToon Premium members see a 300% increase in signups + sales!

With Premium plans you get:

- ▶ Watermark + outro removed
- ▶ Privacy control settings
- ▶ Full HD download
- ▶ Commercial rights
- ▶ Royalty free music, images + styles

Used by:



+ Over 1m. small business owners around the world

SUBSCRIPTION PLANS

PAY PER PUBLISH

PowToon HD publish packages*:

Remove Watermark + Outro
Privacy
HD Download
Commercial Rights
Premium Support
Royalty Free Music
Royalty Free Styles
Max Length
3 Months FREE Wistia Account

5	10	25
\$18 per publish Total \$90	\$12 per publish Total \$120 instead of \$180	\$8 per publish Total \$200 instead of \$450
BUY NOW	BUY NOW	BUY NOW
✓	✓	✓
720p	720p	720p
For your business only	For your business only	For your business only
✓	✓	✓
10 tunes	10 tunes	10 tunes
8 styles	8 styles	8 styles
Up to 15 min.	Up to 15 min.	Up to 15 min.
✗	✗	✗

* All packages expire after 6 months

FREE
\$0
START NOW
✗
✗
✗
Use only with PowToon branding
✗
10 tunes
8 styles
Up to 5 min.
✗

Hear it straight from our members



A unique product that is affordable, that crushes the competition

Once we started offering videos as an additional service to our web and design products our sales increased by 37%. PowToon is so easy to use, and their service is amazing, allowing us to offer a unique product that is affordable, that crushes the competition."

Matt Jones
CEO - Visioniz



I had a professional looking presentation or 'PowToon' in minutes

In the B2B market you have people coming to you at all different stages of the sales cycle, so we were able to make a few different videos (some funny, some general, some targeted to high tech marketers) in order to adapt to the different audiences that visited our booth. Simply put, we love you guys!"

Tamar Frumkin
Marketing Director - Insightera



PowToon is great for product demos, concept videos and pitches.

I've made animated videos before. PowToon is definitely the simplest tool to use. The learning curve is so little that it took me just minutes to fully understand it ... and having used it extensively now I prefer PowToon videos over my usual marketing presentations."

Vineet Markan
Founder - Framebench

Designs for a new Pricing Page



Brings Awesomeness
to Your Presentations

Create

Tutorials

Premium

4Edu

Sign up for free

Login

Fact: PowToon Premium members see a
300% increase in engagement

	<p>NOW SAVE 55%!</p> <p>BUSINESS</p> <p>\$57 / month billed annually</p> <p>GET PLAN</p> <p>or</p> <p>\$127 / month <u>with a monthly plan</u></p>	<p>NOW SAVE 65%!</p> <p>★ PRO ★</p> <p>\$19 / month billed annually</p> <p>GET PLAN</p> <p>or</p> <p>\$59 / month <u>with a monthly plan</u></p>	<p>FREE</p> <p>\$0</p> <p>START NOW</p>
	<p>Slides Pro (worth \$167)</p> <p>✓</p> <p>Remove Watermark + Outro</p> <p>✓</p> <p>Privacy</p> <p>✓</p> <p>File Download</p> <p>Full HD Download</p> <p>Commercial Rights</p> <p>3rd party transfer rights</p> <p>Premium Support</p> <p>✓</p> <p>Royalty Free Music</p> <p>Unlimited</p> <p>Royalty Free Styles</p> <p>24 styles</p> <p>Max Length</p> <p>HD 60 min/ Full HD 8 min</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>HD Download</p> <p>For your business only</p> <p>✓</p> <p>20 tunes</p> <p>18 styles</p> <p>Up to 15 mins</p>	<p>×</p> <p>×</p> <p>×</p> <p>No Download</p> <p>None</p> <p>×</p> <p>10 tunes</p> <p>11 styles</p> <p>Up to 5 mins</p>



PROCEED WITH A SECURE PAYMENT



Your Plan

PRO

\$19/month billed annually

Plan Price	\$228.00
<u>Got a coupon?</u>	
Order total	\$ 228.00

Fact: PowToon Premium members see a 300% increase in signups + sales!



Billing Address

Name / Company	
Address	
Optional	
City	
ZIP	
Country	Israel ▼

UPGRADE AND YOU'LL GET:

- ✓ Complete #Slides pro package - a \$167 value
- ✓ 24/7 Premium Support
- ✓ PowToon watermark + outro removed
- ✓ Access to royalty free music, images + styles
- ✓ Up to 15 minute videos



Payment Information

CREDIT CARD PAYPAL



First Name	
Last Name	
Card Number	
Expiration Date	MM/YYYY
CVV	?

Safe & Secure

We will not share or trance online information that you provide us (including email addresses). All personal information you submit is encrypted and secure. Secured payment processing is powered by Recurly.com



One Time Only Special Offer

For \$49 upgrade your PRO to a Business Account - worth \$684

- ✓ Full HD quality
- ✓ Up to 60 mins videos
- ✓ Unlimited royalty free styles
- ✓ Unlimited royalty free styles

This offer expires if you click away

YES, I WANT THIS XX% SAVING

NO, I HATE GREAT DEALS

Example of new product pages I developed for PowToon



Brilliant Design

#Slides features beautiful, modern templates and dazzling designs, with a dash of PowToon's quirky, animated entertaining style. You can also fully customize your #Slides presentation within the PowToon Studio.

The Ultimate Solution

#Slides solves your major presentation frustrations. Say goodbye to budgeting for professional designers with #Slides' quick and easy to make presentations that will leave your audiences spellbound. Don't just take our word for it, try it for yourself!





Clip-A-Vid™ Technology

In addition to creating presentations that will impress even the most seasoned professional designers, we are taking your presentation production to a whole new level with our patent pending Clip-A-Vid™ feature. This new technology from PowToon allows you to create Quick-Clips™ within your presentation by cropping and embedding any YouTube or personal video into your slideshow, giving it that extra splash of Awesomeness!



Impress with Elegant Design

- Free Presentation Software
- Stunning templates
- Quick and Easy
- Embed Video






embedding any YouTube or personal video into your slideshow, giving it that extra splash of Awesomeness!

Meet the Quick-Clip™

A Quick-Clip™ is a series of two or three slides combining a short sentence and an embedded video. The pizzazz this adds to any presentation is unbelievable! To see this game-changing technology in action, check out our gallery of users' featured Quick-Clip™ for inspiration to create your own.



Create & Win Big!

To celebrate the #Slides revolution, and to experience the full Awesomeness of this technology, we've got a competition for you! For 10 weeks we will pick one user-created Quick-Clip™ as a weekly winner. The Grand Prize Winner will be the weekly finalist with the most Likes and Shares. Here's how to enter and the full Terms & Conditions.

Satisfy Your Curiosity

If you feel that burning desire to know what movie/TV show is featured in a Quick-Clip™, just share the link on Twitter using #Slides to find out!

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ARTICLES

Create Cool Animated Presentations
How to make an Explainer Video
Online Animation Software Review
Best free powerpoint alternative



The Winner of the Grand Final Quick-Clip Competition is up to YOU!

Vote NOW for Your Favorite Video!

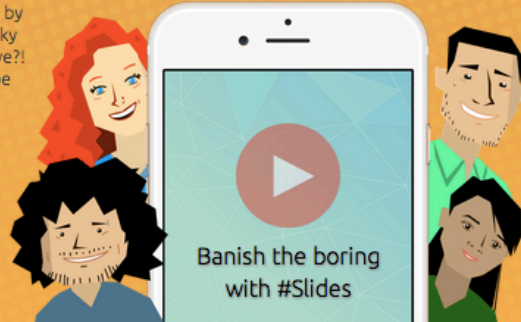
Over the last 10 weeks, the Powtoon Scientists were blown away by the thousands of Awesome entries that came pouring in! The lucky Finalists are below and now it's up to YOU! Who deserves your love?! The finalist with the greatest number of 'Likes' and 'Shares' will be immortalized into a Powtoon character and win an iPhone 6 Plus!

Join the #Slides revolution

LEARN MORE
ABOUT #SLIDES



[Terms & Conditions](#)



Vote for your favorite Quick-Clip below. Hurry, competition ends midnight 2 Feb

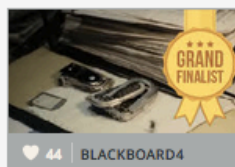
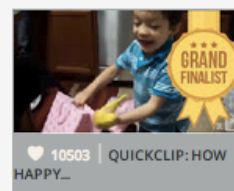
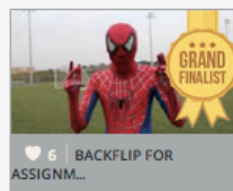
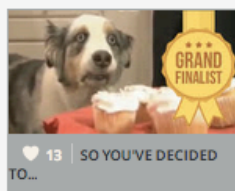
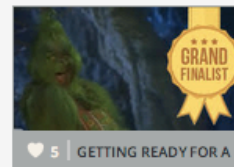
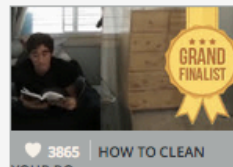
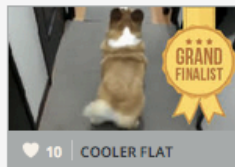
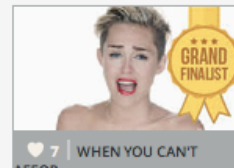
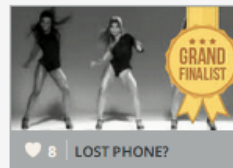
Categories

All

GRAND FINALISTS

RUNNERS UP

NEWEST



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Landing Page: Black Friday Promotion

 Briely. Awarenessness
to Your Presentations

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The sale ends in

07

23

19

40

DAYS HOURS MINUTES SECONDS

SAVE 66%

ON POWTOON BUSINESS

Normally \$684/yr
Now for just \$234/yr

Get It Now 

> Remove Watermark + Outro

> Privacy

> HD Download

> Commercial Rights

> Premium Support

> Royalty Free Music

> Royalty Free Styles

> 3 Months FREE Whistle



FACT: powtoon business members see **300% increase** in sign-ups & sales

Why PowToon Business Makes The Most Sense For Your Videos:

	SAVE OVER 66%!	
	BUSINESS NORMALLY \$684/YR NOW FOR JUST \$234/YR	FREE
Remove Watermark + Outro	✓	✗
Privacy	✓	✗
HD Download	1080p	✗
Commercial Rights	3rd party transfer rights*	Use only with Powtoon branding
Premium Support	✓	✗
Royalty Free Music	Unlimited	10 tunes
Royalty Free Styles	Unlimited	8 styles
Max Length	HD 60 min/ Full HD 8 min	Up to 5 min.
3 Months FREE Whistle Account	✓	✗

Get It Now 

1 "WE'VE TRIPLED OUR RATE OF SIGN-UPS"

"After a bit of a play on the free-trial, we signed up and within a couple of weeks we had a great explainer video by including the video on our sign-up page and also in our automated email sequence, we've tripled our rate of self-signups. Business owners regularly comment on how much they like the video."

Fiona Adler, Word Of Mouth Online

2 "HELPED TO INCREASE MY CONVERSIONS BY 300% IN THE FIRST MONTH ALONE!"

"After incorporating Powtoon into our listings our sales increased by 300%, and we are currently working on our website so that every single product and tutorial section has a video! I can honestly attribute most of my recent jump in sales to Powtoon. This strategy helped to increase my conversions by 300% in the first month alone!"

Raul, SimpleWiFi

3 "I INCREASED MY ORDERS BY 30% AND EMAIL SUBSCRIPTIONS BY 50% IN THE LAST MONTH"

Well, it only took me a day before I signed up for their Business (yearly) plan so I could gain access to all their features. What's so cool about this video strategy is it can apply to almost any kind of site and the results can be immediate. Because there's nothing better than discovering a strategy that is not only effective but fun at the same time. I increased my domain and hosting orders by 30% and email subscription rate by 50% in the last month."

Lisa Kirby, 2createawebsite.com

Company

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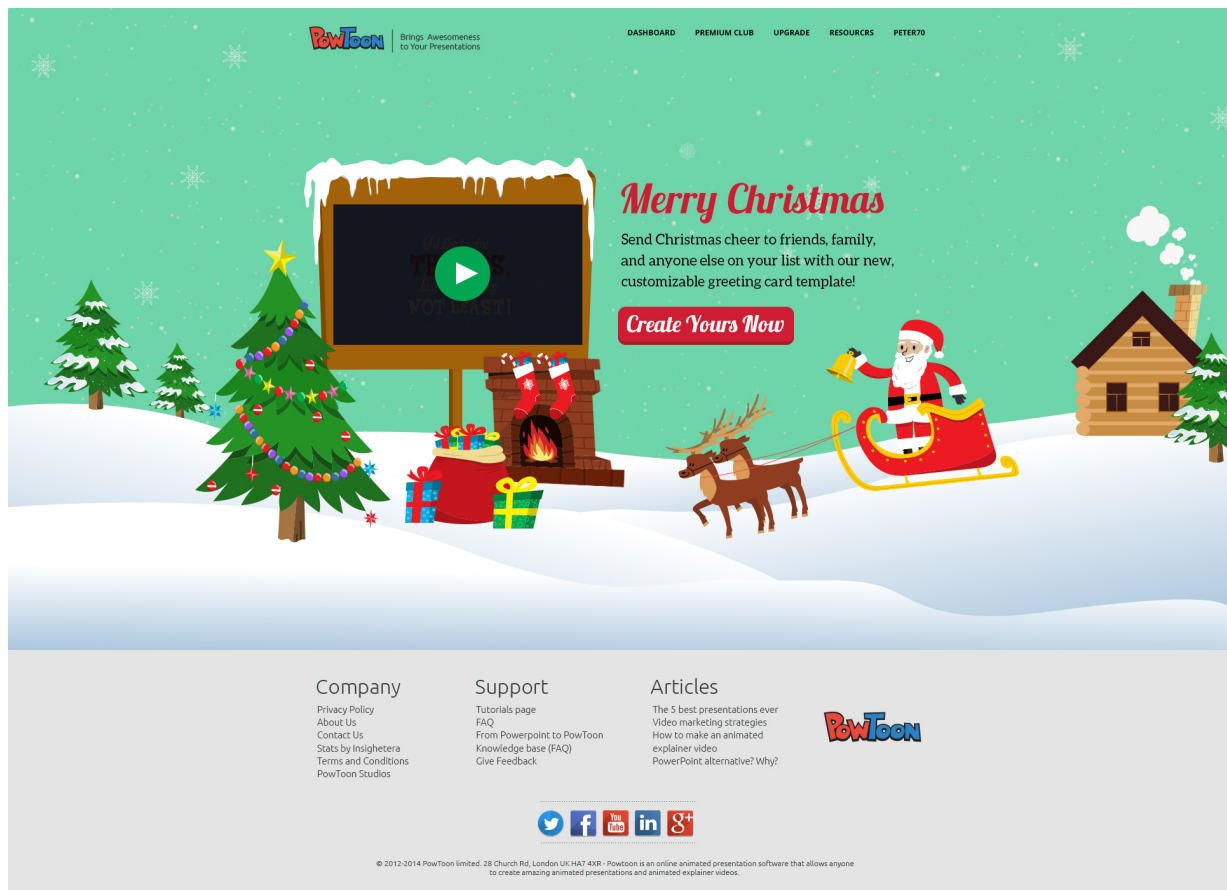
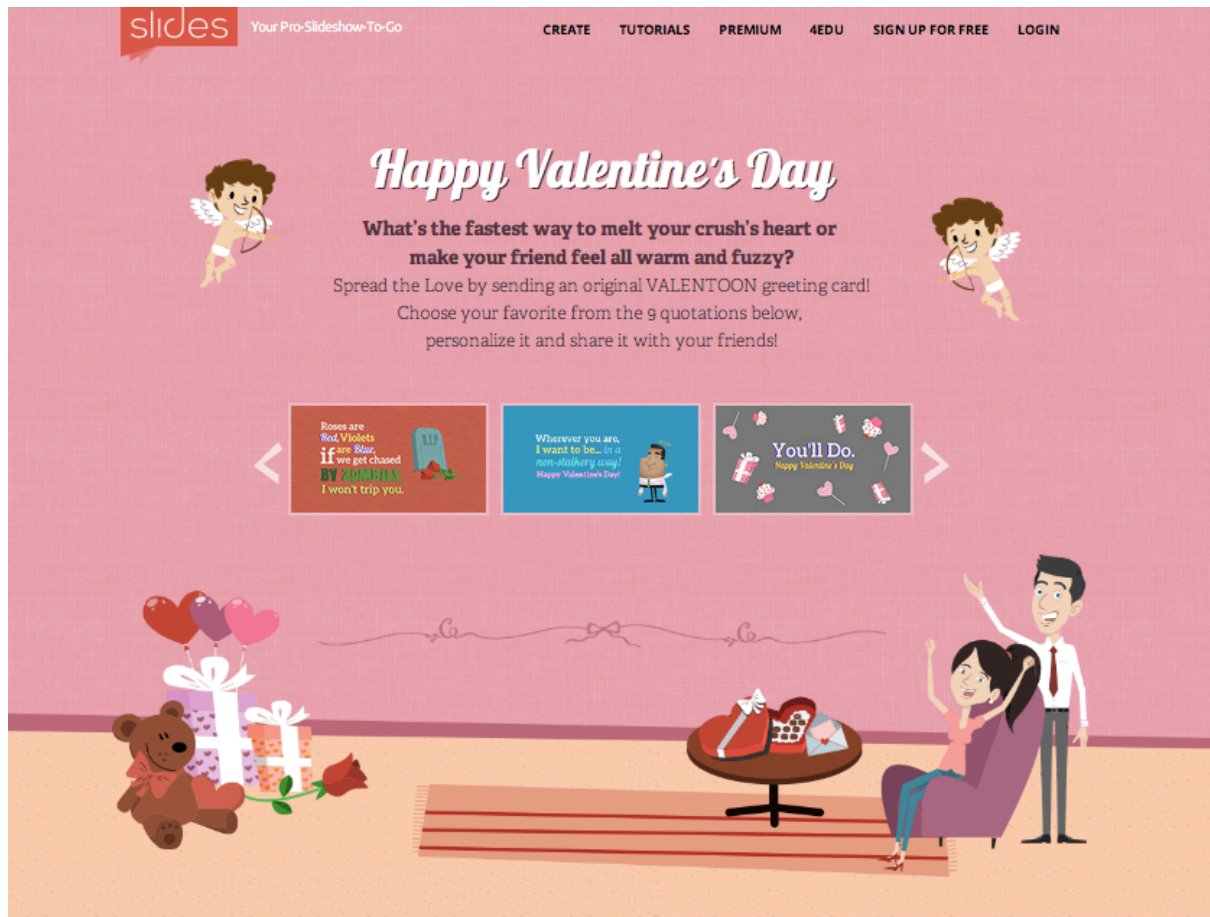
Articles

The 5 best presentations ever
Video marketing strategies
How to make an animated
explainer video
PowerPoint alternative? Why?

© 2012-2014 PowToon Limited. 28 Church Rd, London UK HA7 4BH - Powtoon is an online animated presentation software that allows anyone to create amazing animated presentations and animated explainer videos.

13

Landing Page: Valentine Promotion for New Template Template
(which became the most downloaded template ever at the time).



Landing Page: Christmas Card template

New Years Blow Out Sale

Upgrade to a Business Account for just \$249 TODAY,
and get 2 years of Business for yourself and 1 year for someone else -
a package worth \$2,052!

SAVE 87% NOW >>

Our Business Accounts are normally priced at \$684 annually, so buy NOW
before this limited supply runs out.

Kickstart 2015 and make your goals a reality by
[taking advantage of this incredible savings TODAY >>](#)



SHARE
THE AWESOMENESS



PowToon Ltd. 28 Church Rd, London, HA74XR United Kingdom.

You are receiving this email because you signed up to be awesome.
If you no longer want to receive amazing offers and updates from us you can unsubscribe [here](#).
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is giving away

over \$5M worth of classroom accounts

We believe in the importance of education so
to celebrate 5 million PowToons created
we have over 50,000 FREE Classroom Accounts to give away!

Each account gives one teacher + 60 students access
(normally \$96/yr per account)

GET yours for FREE now

Promo code: ToonUp5M



- ✓ Get your students' attention
- ✓ It's quick + easy to use
- ✓ Animate lesson plans + create engaging presentations
- ✓ Be seen as innovative + cutting edge
- ✓ A library full of professional templates
- ✓ Over a hundred drag & drop characters + props
- ✓ Encourage creativity in your classroom

With PowToon you can create professional animated lesson plans, coursework and presentations that your students will applaud you for.

We believe that every student deserves to have the best educational tools and technology so thanks for helping spread the Awesomeness!

Offer Expires: 31st October 2014
Accounts are valid for one year.

[Recommend](#) [Share](#) [Tweet](#)

[Share](#)

This promotion resulted in approx. 1,2M new users
and didn't cost a penny!

Team Page for Routeperfect



Meir Caspi (AKA Mayor)
Chairman of the Board



Boaz Lantsman
Founder



Guy Dolev
CEO



Eran Dvir
CTO



Oren Ahr
Head of Product



Shirley Smuel
Financial Adviser



Danny Halperin
Head of Travel Division



Anna Kingsley
Director of Marketing



Omri Tubiana
Head of Content




Pop up bio appears when you click on each person


Anna Kingsley Director of Marketing



Anna is an intrepid explorer and has travelled extensively in over 56 countries. She survived a few near death experiences crossing Russia and China on her own, decades ago, before the days of the web or mobile phones! From the Salt Lakes of Bolivia to the Amazon Jungle, the Victoria Falls to the Sahara Desert, and the Grand Canyon to the Patagonian glaciers, Anna has enjoyed so many natural wonders of the world it's impossible for her to pick her favorite spot. However, she loves her hometown, London, enjoyed living in NYC and experiencing Japanese culture! If she could dance her way round the rest of the world she would - she especially loves all the Latino dances (so feels at home in South America) and has recently qualified as a Zumba instructor! Anna takes annual ski trips to Europe and also enjoys playing racket sports (rather badly!). She is also passionate about the arts in general and has been involved in all of them in some form or another throughout her life. Anna is an award-winning marketer with over 25yrs' experience having run campaigns for large corps incl. Coca-Cola, Match.com, Dixons and JWT as well as for startups. She previously also enjoyed a successful career as a TV Producer/Director, working on over 30 flagship productions for the likes of BBC, Sky, Universal Films, NBC and more.


Done

 +972.52.380.2617
marisa@sefint.com


FACILITATORS INTERNATIONAL

NYC | LONDON | TLV | HONG KONG

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Providing practical tools for success

SPEAK EASY PROVIDES


Effective Communication Strategies


for
Leaders, Managers & Teams


With improved communication you'll:

- Connect successfully with customers
- Collaborate & adapt to change better
- Improve productivity under pressure
- Strengthen your Big Picture Mindset
- Build your brand to create influence







Services


WORKSHOPS
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Used by Global Companies



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We always start with understanding and tailoring to your needs, pain points and expectations from the sessions. Speak Easy firmly believes in growing your mindset **and** providing practical tools to strengthen relationships. The online self-reflection tool, **Lumina Spark**, measures your strengths and gaps in behaviour & communication.

[Learn More >>](#)

Our **C.A.R.E principles** and **Personal Brand** content give you insights and tools to master clear communication, get productive outcomes and faster buy-in. We give you practical ways to successfully communicate with everyone you meet!

[Learn More >>](#)

Our Purpose



Our mission is to unlock individuals, teams and companies to bring their best selves to the workspace.

Marisa Sarfatti gives you tools to communicate with clarity, create accountability and align your teams and customers. We grow your awareness by connecting you to how your 'body, mind and soul' steers the outcomes of your daily interactions. Strengthening your empathy and perspective to create deeper relationships with others.

Connecting human to human and achieving our goals together!

[Read More](#)

Methodology

Lumina Spark

The Lumina Spark is a scientific online profile tool showing your strengths, how to further maximise them and areas of weakness (especially under pressure). It deepens the understanding of your behavior and how to connect with a range of diverse people.

Each person goes online, fills out the questionnaire and receives their own personal Lumina Spark profile.

It can be used for team sessions or individual coaching.

The tool measures three different states of your communication:

- 1. Relaxed:** Your natural strengths in your comfort zone
- 2. Formal:** How effectively you use those strengths in everyday, formal situations
- 3. Overextended:** Where these strengths can turn into weakness under pressure.

It measures four key areas:

1. Big Picture Thinking
2. Outcome Focus
3. People Skills
4. Details and Delivery.

Outcomes are:

- Self-Knowledge
- Building Rapport Quickly
- Valuing Diversity
- Co-creating Results.

Team Benefits:

- Understanding Team Strengths
- Assessing Team Gaps causing inefficiency
- Aligning current team behaviour to better deliver on strategy.



[Book Now](#)



The C.A.R.E Principles

The C.A.R.E Principles identify four core areas and key tools that are pivotal in mastering your ability to communicate clearly while creating long-lasting relationships.

It taps into practical ways in which to successfully communicate in your day-to-day interactions with clients, internal stakeholders, team members and managers.

C.A.R.E stands for:

C – Connect positively: celebrate success with others /

Workshops

Effective Communication Tools



We share our C.A.R.E Principles toolbox so that you can clearly communicate internally and in the matrix in order to:

- Build positive interactions and position bad news productively
- Align and understand deliverables and successful outcomes
- Set clear expectations and manage time
- Be proactive, raise red flags and not abuse emails
- Improve your EQ & listening skills.

Our C.A.R.E Principles can also be applied to:

- Customer communications
- Meaningful Meetings.

We offer half-day, full-day and executive management workshops, which are all tailored to the needs of each group.

Please [click here](#) to understand the C.A.R.E Principles toolbox methodology more fully.

[Contact for more info >>](#)

Remote Team Realities



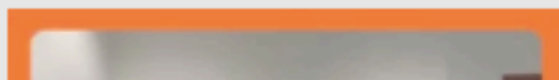
Businesses rely on the digital arena to connect with global branches in both our teams and company at large. This workshop helps you to inspire and lead remote team members so that:

- They deliver and engage actively in teamwork
- Close the gap of miscommunication
- Clarify ownership of accountability
- You inspire all team members to feel involved and work like the unit they are, even if they are miles away!

This workshop shares camera techniques and facilitator tips how to create interactive and engaged meetings. Inspiring your remote people to offer inputs and opinions as if they were in the room.

[Contact for more info >>](#)

Build Your Personal Brand



Valuable to:

- Anyone interested in career growth
- Leadership Brand

Testimonials



Yariv Hammer
Head of AT&T Foundry (Israel)
AT&T & AMDOCS

When I joined Marisa's Personal Branding workshop, I immediately understood how different and impactful her session is. Marisa is a well-articulated lecturer, who makes a valuable point in every sentence. She was able to influence my way of thinking about how I should conduct and speak about myself in different settings. Days after the session I challenged myself with the exercises that Marisa proposed, which are not easy at all, and she was kind enough to provide me with feedback on the spot which says a lot about how much she cares about her work. Big Like.



Ronen Yehoshua
CEO
MORPHISEC

Growing a company and a team is a challenging task for any CEO. Although one could be experienced, still it is all about people and building a new team means new challenges, which with Marisa was has the ability to strength and weak that helps ones building and working with Mar those who feel a re

Further pages of website:

- Testimonials Page
- Client List
- Contact Page

Contact

+972 (0)52.380.2617

marisa@sefint.com

Central Tel Aviv, Israel

Skype: marisa.sarfatti



Contact Us

Full Name	Company Name
Email	Phone
Type your message here...	

Submit

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Customise rows & columns
Filter on transaction types
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Take a tour

Reporting Reinvented



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- Easy to create a P&L, Balance Sheet, Cash Flow
- Add unlimited columns, ratios & variances
- Group & consolidate rows
- Create consolidations & eliminations
- Add financial commentary to your reports

Start Free Trial

Dashboards

- Dashboards are a great way of displaying and summarising financial information.
- Drag and drop reports.
- Easy to add charts, KPIs and widgets.

Start Free Trial



Homepage WIP for
Flagship Reporting
Top (1 of 2) see next page

Don't just take our word for it

Read what our happy customers have to say!

Jordan Daniels
CEO: KPMG

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam vel tristique tellus. Proin consectetur tellus nec...



Jordan Daniels
CEO: KPMG

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam vel tristique tellus. Proin consectetur tellus nec...



Jordan Daniels
CEO: KPMG

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam vel tristique tellus. Proin consectetur tellus nec...



Jordan Daniels
CEO: KPMG

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam vel tristique tellus. Proin consectetur tellus nec...

Quick. Easy. Intuitive.

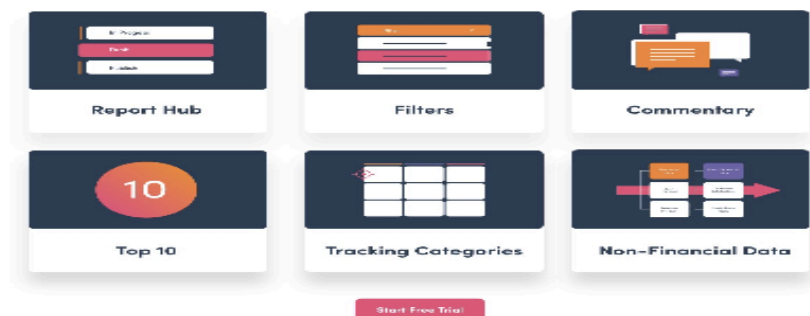
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info@flagship.com

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More than 10 companies?

Contact Us

Jordan Daniels
CEO at KPMG

Lorem ipsum dolor sit amet, consectetur adipiscing
 elit. Etiam vel fristique tellus. Proin consectetur tellus
 arcu, non convallis nulla dignissim at. Vivamus
 rhoncus orci sed nulla rhoncus laoreet. Nunc

Have any queries? We're here for you.

Read our FAQs

FAQs

Give Us a Call

Call Us

Contact Us

Need more information?



Talk To Us

During opening hours

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During opening hours

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We'll reply within 24 hours

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Opening Hours

Monday – Friday 8:30am – 6:00pm

☐ I am a small business owner, contact us and please get back to me as soon as possible

[Submit](#)

Ask Us Anything



Flagship Reporting HQ

71-79 Shelton Street
London
WC2H 9JQ



Phone

+44 (0) 207 786 1234



Sales

sales@flagshipreporting.com
If you have more than 10 users



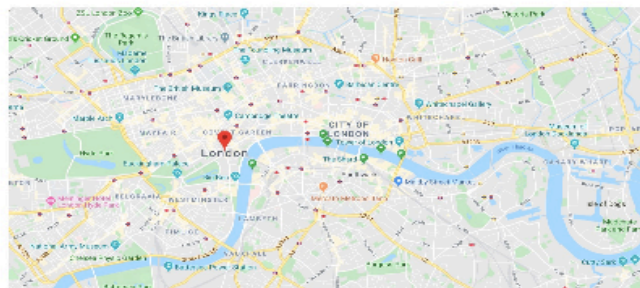
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support@flagshipreporting.com
If you need help



Billing

billing@flagshipreporting.com
For all account enquiries



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by Geoff Cook, Accountant

EMAIL MARKETING

Examples of emails I wrote/designed for PowToon
For specific promotions & sales



Anna here, PowToon's Chief Marketing Scientist

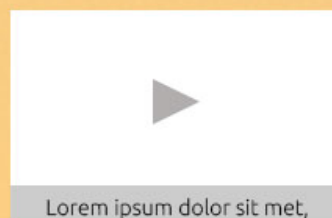
I can't believe it's already been one week since we launched #Slides and started our Quick-Clip Competition in celebration. I'm loving all the creative entries! You really must check them out for yourself, some of them are hilarious!

Us PowToon Scientists have been completely addicted to Quick-Clipping, and it seems a lot of people are jumping on! I think it's because Quick-Clips are the perfect antidote to boring. They're not just good for winning an iPhone 6 Plus, they can spice up pretty much anything!

Please join me in congratulating our first week's winners
(drum roll please!) they are...



[name XXX]
who is this week's most Awesome
Quick-Clipper



And our four runners up:

Peter Berezhansky - with All I Want...
Peter Berezhansky - with All I Want...

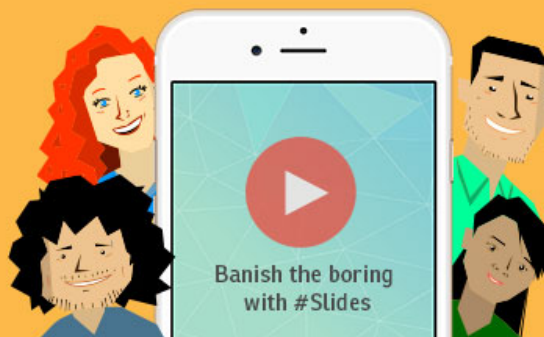
Peter Berezhansky - with All I Want...
Peter Berezhansky - with All I Want...

If your Quick-Clip didn't make the cut this week, don't worry - you can enter the competition as many times as you like! Our judges are looking for funny or inventive Quick-Clips that are a series of two or three slides combining a short sentence and a video under 30 seconds.

Keep Quick-Clipping - you're Awesome!

Anna
CHIEF MARKETING SCIENTIST

P.S. Remember, for your Quick-Clip to be eligible for the competition it must be under ten slides and any video in it must be under 30 seconds.

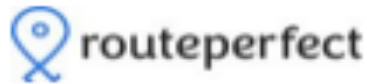


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Examples of successful organic activity on:

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PowToon (www.powtoon.com) is a brand new presentation software that is so simple and intuitive, it allows anyone who ever used PowerPoint or KeyNote to easily evolve their presentations to AWESOMENESS!

PowToon contains themes of animated characters, props and cool transitions which you can just drag and drop into a slide to create eye catching and fun presentations that can be presented in person, or turned into animated videos at the click of a button.


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 Presentation software, Animated presentations tool, Animation software, Animated videos, Explainer Videos, Animated Explainers, Cool Presentation, Awesomeness

Website http://www.powtoon.com	Industry Internet	Type Privately Held
Headquarters 28 Church Road Stanmore, Ha7 4xr United Kingdom	Company Size 11-50 employees	Founded 2011

[See less](#)


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PowToon FREE WEBINAR! Create the most stunning and effective PowToon in 4 EASY steps! Ari and Nirel show you how to use PowToon, from A-Z, so if you've ever wanted a basic "Hands On" step-by-step guide to creating a professional PowToon - then register for ... more




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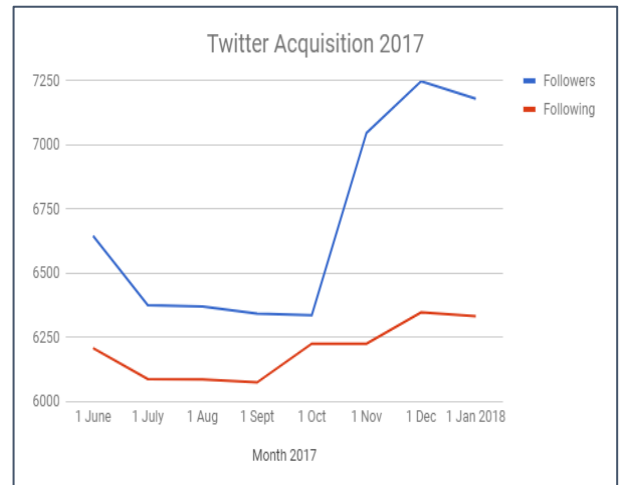
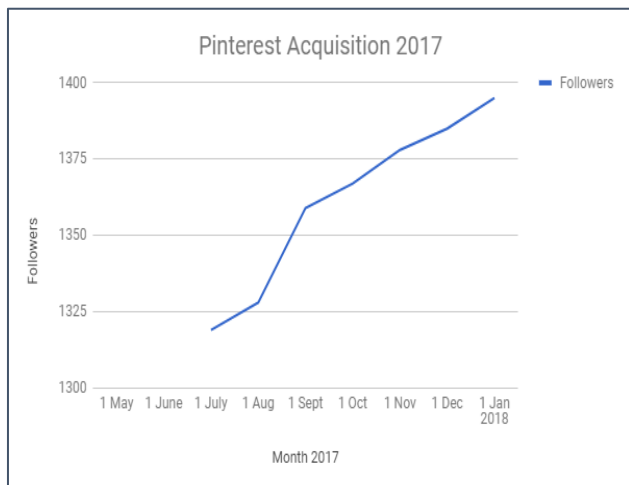
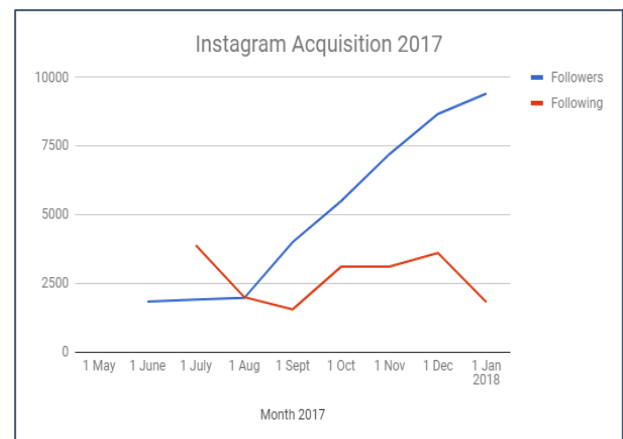
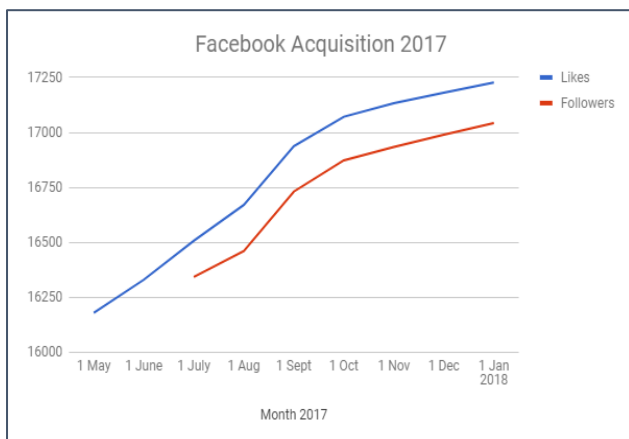
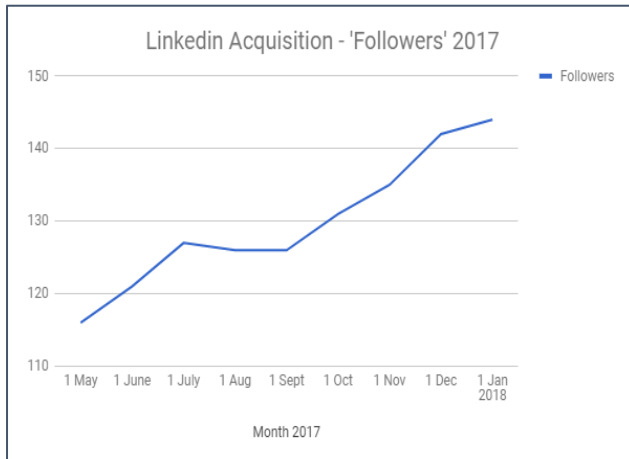
 **Jasmine Lamb**

PowToon "One of the myths of creativity is that very few people are really creative. The truth is that everyone has great capacities, but not everyone develops them". This is what our back to school campaign is all about: <http://okt.to/6ciXaK>

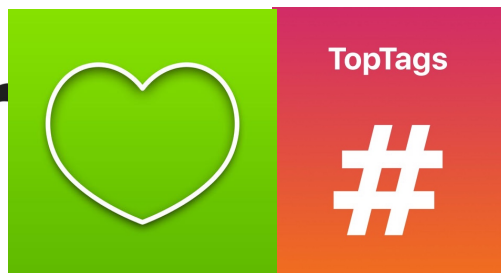


#PowToon4everySchool
okt.to · We're Giving Away \$10 Million Dollars Worth of Classroom Accounts to ignite your students' creativity with the most popular edu-tech tool in the world, PowToon.

Social acquisition tracking for Routeperfect



Examples of hacking tools used for acquisition





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Specially for #TBT "History is not a burden on the memory but an illumination of the soul." — John Dalberg-Acton 🧐

The best way to get to know the culture of the places we visit is to #explore the past. So #travel back in time with us. Which of these old European cities would you most like to visit? 🌐



Facebook posts for Routeperfect



RoutePerfect

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Take our quiz to find out what type of traveller you are. 🧐 It's really true see what your travel buddies think too! 🌐

<https://goo.gl/Huaeci> 🌐 🌐

RoutePerfect - explore the world YOUR way!



Routeperfect is 🍫 eating chocolate in 🇨🇭 Switzerland.

Published by Taube Friedman (?) · December 28, 2017 · 🌐

We know you're probably still feeling stuffed and bloated from all that #Christmas pudding.. 🍪 but we simply can't miss out on #ChocolateCandyDay!! 🍫 And where better to sample some fantastic quality chocolate than #Switzerland!

Check out this amazing tour of the 10 most #picturesque villages in Switzerland: 🇨🇭 <https://goo.gl/dWzCkB> 🇨🇭

Explore the world YOUR way with www.routeperfect.com 🌐 🌐



10 Most Picturesque Villages in Switzerland - RoutePerfect Blog 🌐

Switzerland has long been known for its breathtaking scenery, delicious cuisine, and the majestic beauty of the Alps. Though small compared to its neighboring...

BLOG.ROUTEPERFECT.COM

This type of content helped Routeperfect's Facebook page enjoy: 64 x more engagement than Expedia and 33 x more than Booking.com



RoutePerfect

Published by Anna Kingsley (?)

Like This Page · July 3 · Edited · 🌐

It's never too late to plan a #roadtrip for some #summer #wanderlust! Our free trip-planning tool is easy to use and you can have great fun too, personalising your trip to suit your own travel style and budget. Even better, you can gain access to unpublished rates so SAVE up to 20% on your hotels!

www.RoutePerfect.com - explore the world YOUR way! — 🌐 travelling to Europe.



Tag Photo



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Comment



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23

4 shares



Write a comment...



RoutePerfect 🥰 feeling grateful.

Published by Anna Kingsley [?] · July 26 at 1:44pm · 🌐

Want to explore one of Europe's coolest cities but don't want to deal with the crowds and cost? 🤔 We've put together a list of Europe's most amazing alternative cities, where you beat the crowds, save some cash, but don't skimp on the culture, sites, or cuisine! 🥰🥰🥰
<https://goo.gl/wrJveh> 🥰🥰🥰

And if you want to organise any of this we're here to help. www.RoutePerfect.com - explore the world YOUR way! 😎😎



RoutePerfect 🥰 feeling inspired.

Published by Anna Kingsley [?] · July 17 at 1:57pm · 🌐

Don't be down, here's your weekly #Wanderlust to wipe away your #MondayBlues. And it's not too late to organise your dream holiday for #Summer2017. With our free trip-planning tool you can customise your trip to your own budget + travel preferences. You'll also get access to hidden hotel rates so you'll #save up to 20% on your accommodation! We're so confident in our prices, we defy you to find something cheaper! Explore the world YOUR way with www.RoutePerfect.com.



Twitter posts to promote content for Routeperfect

Top Tweet earned 2,685 impressions

My grandmother used to tell me that she wouldn't sell me for all the tea in #China! 🤖
❤️

But did you know that #tea is central to lots of other #cultures?

Why don't you sit down with a cuppa' and have a read this #InternationalTeaDay!

🍵🍵 goo.gl/u9TCx5 🍵🍵

#Travel pic.twitter.com/RBxhoLA8Mp



🔄 108 ❤️ 33

Top media Tweet earned 2,296 impressions

As IF there's actually a National Day to celebrate #Sangria!!! We loved this idea so much that we decided to create a #cocktail tour through #Europe:

🍷 goo.gl/3PoQxx 🍷

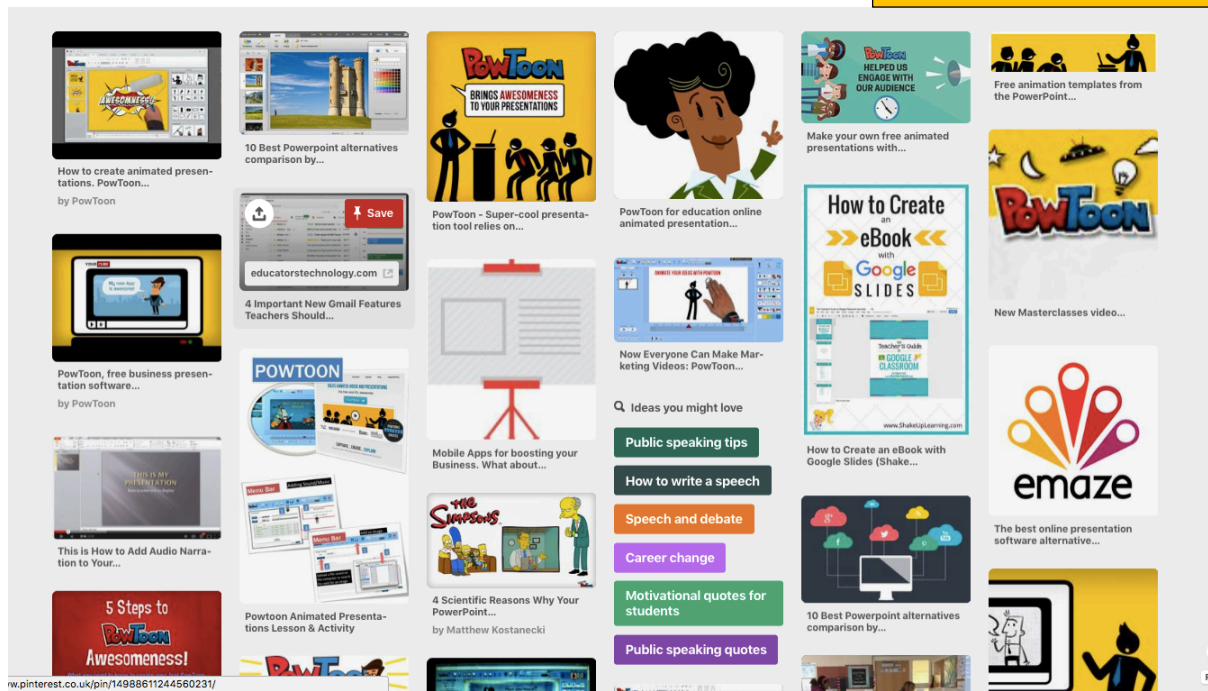
... a pretty cool idea for a #bachelorette!!
Get on it! 😊

Explore the world YOUR way 🧑🏻🧑🏻
pic.twitter.com/mpDBnFgYKQ

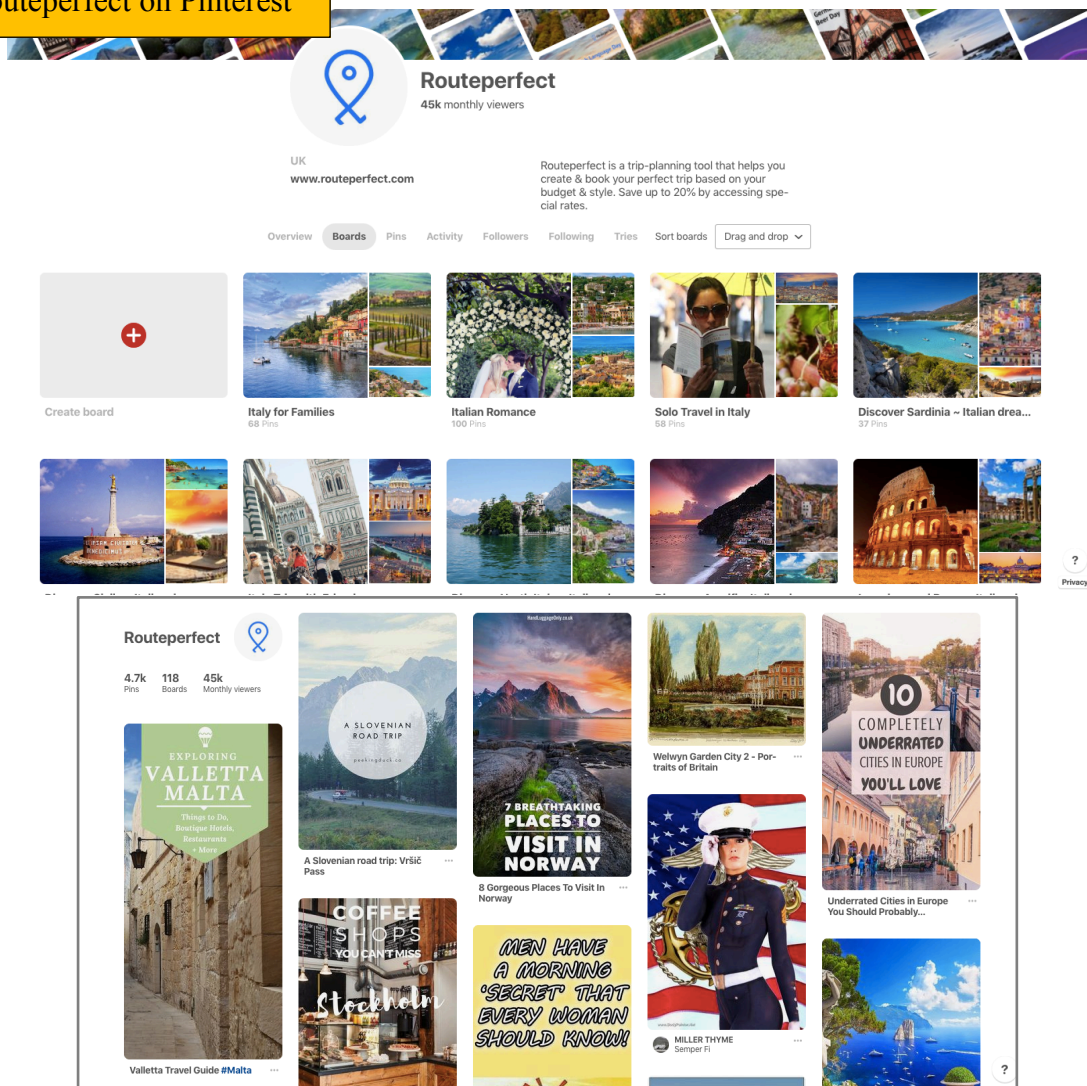


🔄 13 ❤️ 32

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Routeperfect on Pinterest





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Liked by [marianaandrade_22](#), [kaikoikai](#) and 318 others

routeperfect Winter is in full swing, and it feels it will never end. Don't let [#spring](#) sneak up on you, it's just around the corner! Check out our list of the 8 best destinations for your [#springgetaway](#) and start planning your trip today!

❤️ LINK IN BIO 🥰

Plan your perfect [#romantic](#) trip TODAY and save up to 20%

📍 Fields of hyacinths in the Netherlands.



- Danny Kaye

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amayaspremiumhair :blush:

4w 1 like Reply



lynnegilberthorpe Anywhere I could take my van safely! My dream trip at the moment is to go to France via the Chunnel, drive gently to the south coast to visit my younger daughter, then gradually work my way into Spain. I drive so slowly that it would probably be winter by then so I'd stay there til spring!

4w 1 like Reply

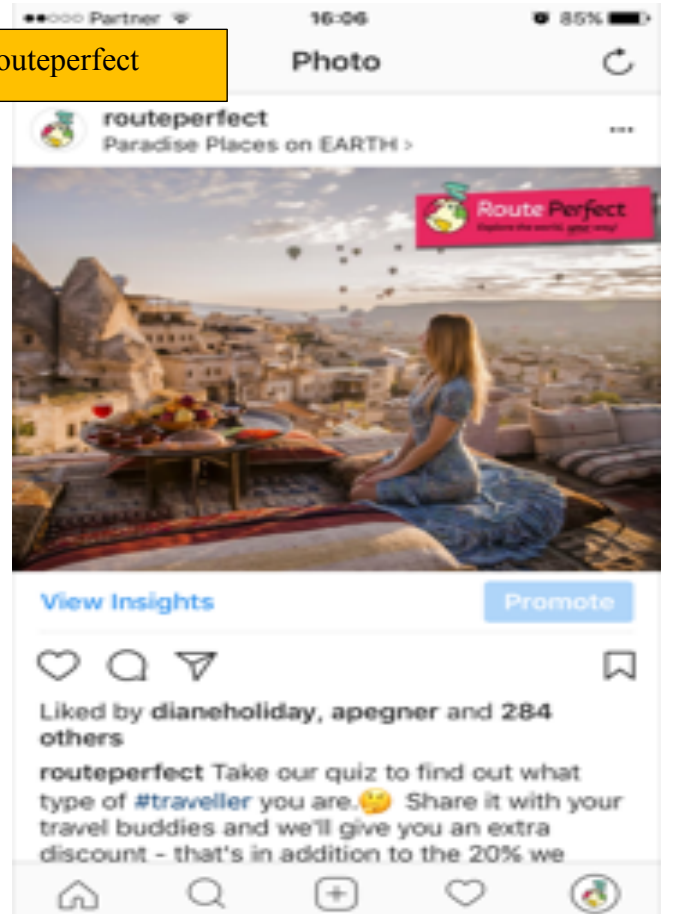


annberry Daily dose of inspiration



4w 1 like Reply

Example of Hashtags used for Instagram for Routeperfect



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Liked by [dianeholiday](#), [apegner](#) and 284 others

routeperfect Take our quiz to find out what type of [#traveller](#) you are. 🥰 Share it with your travel buddies and we'll give you an extra discount - that's in addition to the 20% we

Buzz Marketing on Facebook

Write something...

Photo/Video Create Poll Feeling/Activi...

Recommended by the Admins
The admins think you might be interested in these groups [See Less](#)

Group

Members 389,036 Members (6,000+ new)

DESCRIPTION
Girls LOVE Travel ®

♥ WHO IS GLT? ♥
Girls LOVE Travel is a ... [See More](#)

GROUP TYPE
Travel

TAGS
Traveling · Friendship · Backpacking · [More](#)

CREATE NEW GROUPS
Groups make it easier than ever to share with friends, family and teammates. [Create Group](#)

UPCOMING GROUP EVENTS [See All](#)

INNED POST

Girls Love Travel updated the description. [Like Page](#)
May 29

Girls LOVE Travel ®

♥ WHO IS GLT? ♥

Girls LOVE Travel is a global community of active and aspiring female travelers providing resources and empowerment to one another through safety, socializing and support. ... [See More](#)

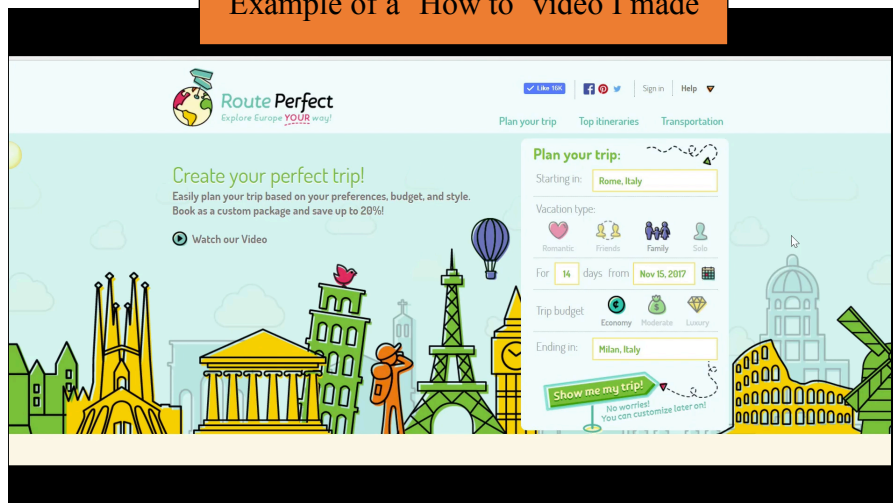
550

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Positive effect of StumbleUpon
Buzz Marketing

Source ?	Page Views ?	Unique Page Views ?	Avg. Time on Page ?	Entrances ?
	15,396 % of Total: 100.00% (15,396)	14,081 % of Total: 100.00% (14,081)	00:03:09 Avg for View: 00:03:09 (0.00%)	12,934 % of Total: 100.00% (12,934)
1. google	5,188 (33.70%)	4,647 (33.00%)	00:03:59	4,277 (33.07%)
2. corp.stumbleupon.com	3,279 (21.30%)	3,098 (22.00%)	00:02:30	3,064 (23.69%)
3. (direct)	2,359 (15.32%)	2,008 (14.26%)	00:02:49	1,576 (12.18%)
4. stumbleupon.com	1,918 (12.46%)	1,909 (13.56%)	00:02:28	1,888 (14.60%)

Example of a 'How to' video I made



SALES PROMOTIONS

Examples of:
Coupons for Routeperfect
'Buy a Player' for Coca-Cola
'Wish List' for Dixons

I ran the 'Buy A Player' promotion for Coca-Cola, which was the biggest SP they'd ever done in the time in the UK. It was so successful it was repeated the following year. It was a £10M campaign in 2006!




Coca-Cola Official sponsors of the 2008 UEFA European Championship

Buy A Player

Past Winners

Wayne Rooney

Football League



1. Hull City £256,621.50
2. Leeds United £15,773.00
3. Cardiff City £13,125.00
4. Milton Keynes Dons £10,205.50
5. Sunderland £9,180.00

BUY A PLAYER

£10 MILLION TRANSFER FUND

CLICK TO ENTER

If you have entered by SMS, [click here](#) to enter the Superfan League

live on the Coke side of football.

Wayne Rooney

See exclusive Wayne Rooney films and shots to download



Football League



For exclusive downloads and the latest news about Player and Manager of the month competitions, [click here](#)

Club Appeals

Look at what Clubs are doing to boost their transfer funds!

[More](#)




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Buy A Player

About The Promotion

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Superfan Zone

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Club Appeals

SoccerAM

Past Winners

Wayne Rooney

Football League



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2. Leeds United £15,773.00
3. Cardiff City £13,125.00
4. Milton Keynes Dons £10,205.50
5. Sunderland £9,180.00

ARE YOU A SUPERFAN?

The fan who raises the most money for their club will be crowned 'Superfan' and receive a fantastic prize from their club!

Have a look at the table below to see your club's top 50 highest earners.

Sort By:

All Divisions

All Clubs

1. Luke parton 1 from Birmingham has collected £1,083.00 for Birmingham City
2. paul t from Leeds has collected £1,011.50 for Leeds United
3. Huw J from Aberystwyth has collected £900.50 for Cardiff City
4. Peter J from Kidderminster has collected £798.50 for Wolverhampton Wanderers

Find out more

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Superfan Zone

The fan who raises the most money for their club will be crowned 'Superfan' and receive a fantastic prize from their club!

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5. Sunderland £9,180.00

CLUB APPEALS



Hartlepool Appeal



Lincoln Appeal



Bury Appeal



Oldham Appeal



Yeovil Appeal



Stockport County Appeal

Find out more

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Superfan Zone

luke parton 1 from Birmingham has raised

£1,083.00

For Birmingham City

[More](#)

Club Appeals

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3. Cardiff City £13,125.00
4. Milton Keynes Dons £10,205.50
5. Sunderland £9,180.00

CODE ENTRY

Choose your club from the dropdown list below

Coca-Cola Championship

Coca-Cola League One

Coca-Cola League Two

Scottish Premier League

Select Club

Find out more

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Superfan Zone

luke parton 1 from Birmingham has raised

£1,083.00

Club Appeals

Look at what Clubs are doing to boost their transfer funds!

Route Perfect
Explore the world, your way

Sizzling Summer Sale

SAVE \$25
when you
★ Create your dream trip ★

At checkout use coupon code: **SUMMER2017**
Valid for bookings over \$500. Offer expires: 31 July 2017

BLACK FRIDAY
SAVE \$50 USD

At checkout use coupon code: **BLACKFRIDAY**
Valid for booking over \$500USD. Offer expires: 31 Dec. 2017

routeperfect Create your dream trip!

Different Sales Promotions for Routeperfect. The coupons were also seeded on coupon sites for extra impact!

routeperfect

WINTER SALE

Creating your dream trip?
Easily plan + book TODAY to
SAVE an EXTRA \$75

At checkout use coupon code: **SALE75**
Valid on purchases USD500+. Offer expires 31 Jan 2018.



RoutePerfect 🇺🇸 celebrating 4th of July.

Published by Anna Kingsley (?) · July 4 at 5:22pm · 🌐

Nothing says freedom like a #vacation! Celebrate this #FourthofJuly with \$25 off your next trip! Happy #IndependenceDay! But you don't have to be American, to love the sense of freedom travelling gives you! 😊 Explore the world YOUR way with www.RoutePerfect.com 🇺🇸 🇬🇧 🇫🇷 🇮🇹 🇪🇸

search Today's top search: **Special offers** GNER

Home Train times Tickets & fares Travelling with us Destinations Customer care

Press SPACEBAR or ENTER to activate and use this control

Santa wants to tell you a secret...
Click here »

Travelling over Christmas?
[Click here for important information >](#)

Travelling over Christmas? Click here for important information >>

Quick Tickets and Timetable

From:
Enter station

To:
Enter station

Outward date
dd/mm

Time
Hour 10 Minutes 00

Return date
Leave blank for single or open
dd/mm

Time
Hour Minutes go

[My Account>>](#)
[Engineering work>>](#)

Now booking

Up to and including Friday 02 March 2007.*
[Click here to be notified of booking release dates](#)

News

ALL OF OUR TRAINS ARE **WiFi** ENABLED
LIVE WIFI COUNTER

- GNER WiFi reaches new milestone - [click here](#) for the full story
- Faster GNER journeys between London and West Yorkshire - [click here](#) to find out more

Your journey starts here...

Welcome to the GNER website. You can buy train tickets for travel along the whole UK network, as well as find out essential information about travelling on board GNER trains which run within the full network on the

SAVE \$25 USD
with our **4th of JULY** coupon to
Create your perfect trip!

Route Perfect
Explore the world, your way

At checkout use coupon code: **2017JULY4**
Valid for bookings over \$500. Offer expires: 31 July 2017

Christmas Sales Promotions for GNER (one of the UK's biggest rail networks at the time)

PAID FOR ADVERTISING

Examples of creative for:
Routeperfect | Talktofrank.com

✕ skip advert



Under construction

This was meant to be ready, but the designer is stoned.
If drugs are affecting your performance at school,
college or work - talktofrank.com



FRANK

Whatever you're thinking about this weekend
Take a minute to visit talktofrank.com

FRANK





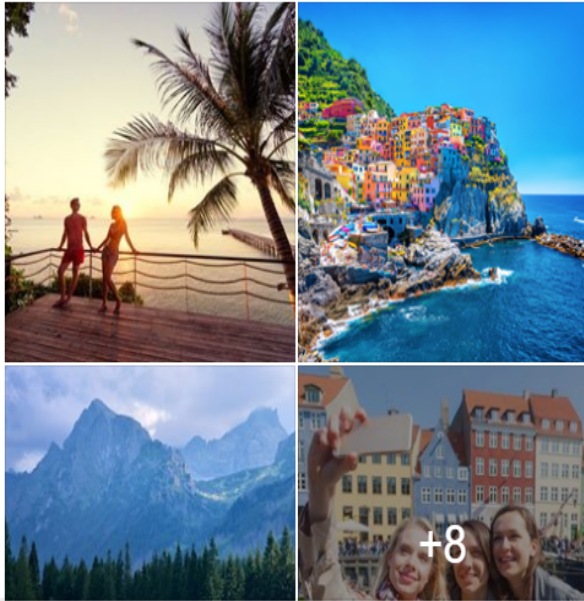
A set of banners for PPC for Routeperfect representing the key segments for the brand: romantic, solo, friends and family travel. These are work in progress!



RoutePerfect posted an offer.
Sponsored · 🌐

👍 Like Page

SAVE up to 20% PLUS \$50 off ALL trips! ❤️ Labor Day Flash Sale ❤️



Routeperfect
Sponsored · 🌐



This deal is on top of the <20% you ALWAYS SAVE with us by booking as a package!



routeperfect.com
SAVE \$75 TODAY on your perfect trip >>

BOOK NOW

Missy Love and Elizabeth Hilton

👍 Like

💬 Comment

➦ Share

Another concept for Routeperfect's banners. Plus creative for Facebook campaigns. work in progress!



BLOGGER OUTREACH

Examples of reviews gained for Routeperfect

ROUTE PERFECT REVIEW

ANNA FAUSTINO x DECEMBER 27, 2017 x TRAVEL TIPS

As much as I love to travel (heck, I travel for a living), I absolutely hate trip planning. Over the years, I've caught on to my partner's happy-go-lucky attitude towards travel and very rarely plan for things in advance. Let's face it. Trip planning is time consuming, stressful, and can definitely be overwhelming at times. Unfortunately, every time I go to Europe, I need complete travel itineraries due to visa restrictions on my end. This means that everything from our route and hotels has to be mapped out.

Given that we're planning on spending six months to a year driving a van across Europe, you can only imagine the amount of planning I am faced with. With that in mind, I decided to look into **Routeperfect**, a free online DIY trip planning tool that helps travelers create their dream trip based on their travel preferences, budget, and personal style.

[View Contents \[show\]](#)

How Routeperfect Works



Customizing Your Trip

Customize by Interest

One of the things I love the most is that there is no cookie-cutter itinerary being recommended to everyone. Instead, you can be your own travel agent and opt to travel Europe your way. All you have to do is input your country of choice, trip length, and www.routeperfect.com will do all the work for you. As soon as you do this, it will automatically create a trip itinerary which you can fully customize according to your preferences.

Want to experience fantastic nightlife or would you rather see beaches and nature? Are small cities your jam or would you rather see historical sights along the way? All you have to do is move the sliders according to your preference and Routeperfect will automatically update your itinerary for you.

Customize by Travel Style

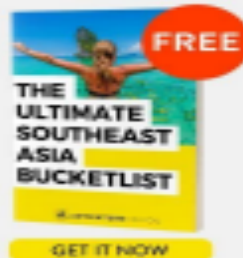
Aside from being able to customize the itinerary based on interest, you can also indicate if you're traveling as a family, solo, with friends, or as a couple which will help the platform make better recommendations on places to go.

I personally LOVE the customizable features as it allows me the chance to explore beyond the capital cities which are often recommended in most guidebooks and trip planners. Instead, I can look into the possibility of visiting places that I would never have

ADVENTURE IN YOU



Hey there! We're Tom and Anna, the two travellers behind this travel blog, Adventure in You. We've been traveling the world for the last four years in search of the best adventures. Click to find out more about us and how we've turned this travel blog into a business.

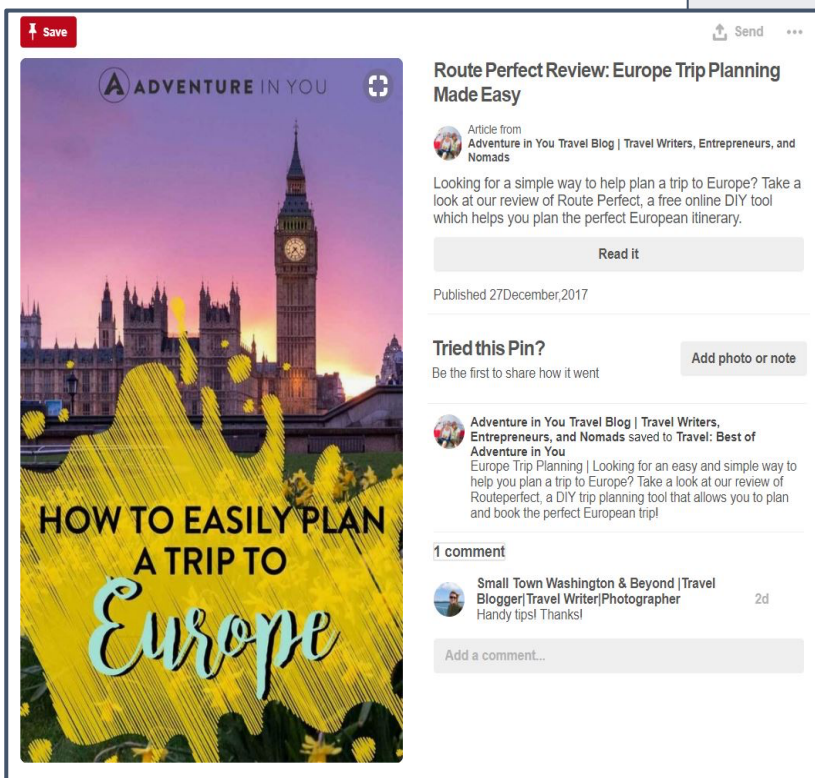
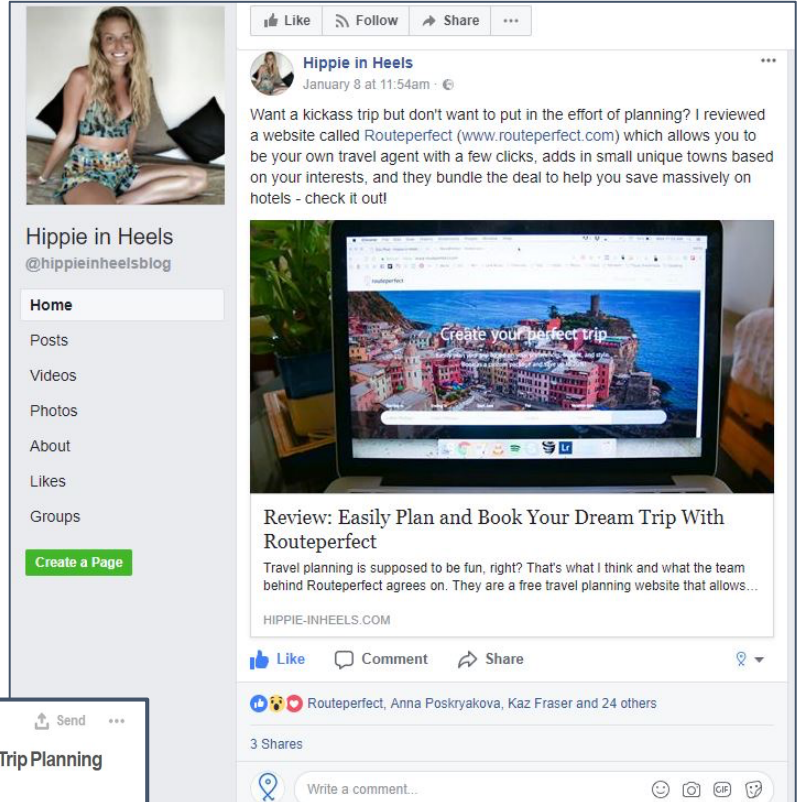
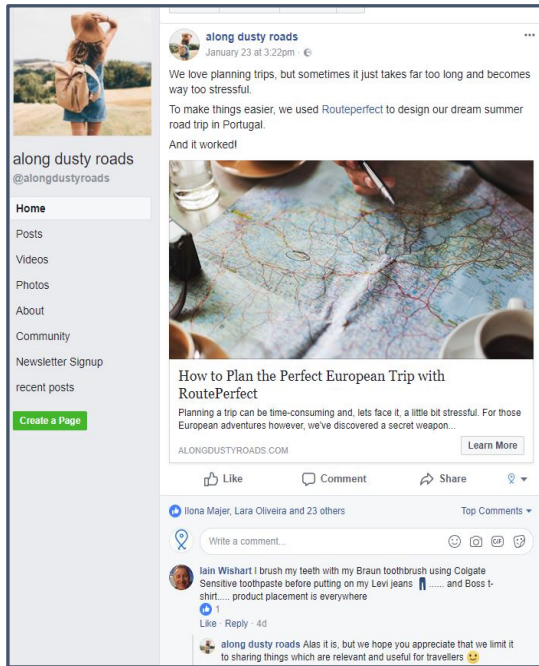


SEARCH

Search...

TOP POSTS





Examples of Blogger Outreach: Blogs & their promotion by influencers for Routeperfect's target audience.



THE ARTICLES CAN BE READ HERE:

- Adventure In You (27/12): [review](#)
- Hippie in Heels (7 Jan): [review](#)
- Along Dusty Roads (22 Jan): [review](#)
- Chasing the Donkey (25 Jan): [review](#)
- I am Aileen (26 Jan): [review](#)

INFLUENCER MARKETING

EricaHarel.com



magicalquestslondc • Following ...
London, United Kingdom

Now Ezra is a toddler I need a bag that expresses me; not his pram and nappies. 😊
So I've collaborated with a new brand called @ericaharel to show off her gorgeous hand made leather bags. Erica Harel bags are not only beautiful on the outside but have so much, functionality, detail and beauty on the inside too. From printed floral silk designs to pockets, flaps and charms galore.
I'll be showcasing these bags a lot on my feed in the next few days and also running some competitions.
So keep your eyes peeled and follow @ericaharel now to be kept in the loop. You can use "MAGICALQUESTS" for a 10% discount.

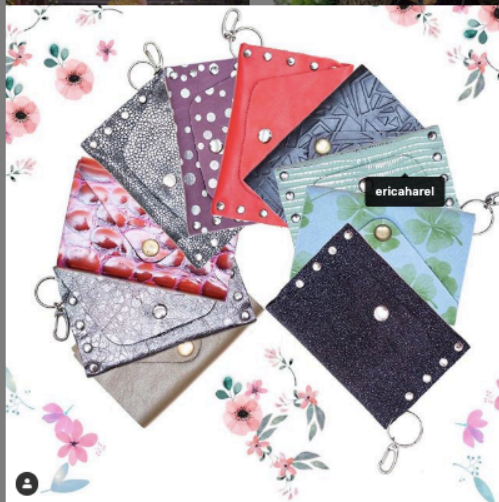


Liked by tamerrabbits and 244 others

MAY 19

Add a comment...

Post



magicalquestslondc • Following ...
London, United Kingdom



magicalquestslondc • GIVEAWAY TIME

I have some gorgeous hand made leather coin purses and business card holders made by @ericaharel to give to my wonderful followers.
To enter: 🌸 Make sure you're following @ericaharel and @magicalquests
🌸 mention which one you would like best. 🌸 Tag at least 2 friends as each name counts as an entry.
🌸 Extra tags means extra entries so please do share. 🌸 Competition closes next Wednesday at midnight.
This giveaway is in no way sponsored, endorsed or administered by Instagram. You have to be over 18



Liked by ericaharel and 79 others

MAY 22

Add a comment...

Post



magicalquestslondc • Following ...
Camden Town



magicalquestslondc • What a wonderful Bank Holiday weekend we've had with family and friends. A big highlight was taking the kids to Camden and showing them where we used to hang out as teenagers. Otto was super impressed by @cyberdogofficial although it will be quite a few more years before he can go raving! 🤗
We now have the whole half term week ahead for more adventures in this city. We are so spoilt for choice. What's your favourite place in London to hang out? 🤗 Loving the @ericaharel Manhattan back pack on these day trips too.
Don't forget the competition to win some of her goodies is still on. Check



Liked by tamerrabbits and 138 others

4 DAYS AGO

Add a comment...

Post

STRATEGIC PARTNERSHIP MARKETING

Example: Talktofrank.com

This partnership between AOL and MSN and Match.com and Universal Films achieved

msn.co.uk

Alton Towers Bonfire Night BB & more £119

Search the Web

MSN Help Sign In

My MSN Hotmail Messenger Halloween

Win Bridget Jones Premiere Tickets! Take your chance to mingle with the stars!

Friday, October 29 Today on MSN

- Credit card offers: read the small print first
- Will Young & Kylie tickets
- Win a cool Media Centre
- Out today: buy your copy of GTA: San Andreas

Highlights

- Online scams to avoid
- 5 top hot hatch diesels
- Swap your old camera for a shiny new one

free credit report! click here

Money

Bills - Credit Cards - Insurance - Loans - Mortgages - News

FTSE 100 4638.60 ▼ 4.20 Get Quote

Dow 10004.54 ▲ 2.51

£ / \$ 1.83

Top stories: Over 50s fulfil their travel ambitions, How to be a mortgage rate tart, Ways to save tax

Personal loans: Compare rates, Handy calculator

Currency Converter - Trade Shares - Check your credit rating

msn Toolbar Fast searches start here Get it FREE!

Special Offers

- Find eBay bargains
- Get £250 free!
- Get a Virgin Card
- Get an Fnn Card
- Hotels from £39

Home | My MSN | Hotmail | Search | Shopping | Money | People & Groups

msn.co.uk Entertainment

Search the Web

Stay in with a DVD

Entertainment

Celebrity News

Music

Films

News

Box Office

Coming Soon

Trailers

Reviews - New Releases

Reviews - Out Now

Reviews - DVD

Rent DVDs

Video/DVD Shop

TV

Radio

MOVIE SPOTLIGHT

WIN PREMIERE TICKETS! Match.com, the UK's leading dating site, is giving away 4 WIN PREMIERE TICKETS to go to the UK Premiere of Bridget Jones: The Edge of Reason. Click for further details.

BOX OFFICE

- Shark Tale
- Alien Vs. Predator
- Alfie
- Princess Diaries 2: Royal Engagement
- White Chicks

CINEMA FINDER

What's on near you?

Title

Venue

Town/Postcode

Select date Today

Sort results by title

Sort results by venue

Fields Optional

GO

NATURE. POWERFUL STUFF. ORIGINAL SOURCE

Participate in this msn survey and win a photo printer!

msn.co.uk Entertainment

BRIDGET JONES THE EDGE OF REASON

Official site

Watch the trailer

Win premiere tickets!

Rent 'Bridget' DVDs

Buy the first film

Read the books

ARE BRITISH WOMEN LIKE BRIDGET JONES?

Sleeping with the boss, silly little skirts and see through tops – what does the average single British woman really have in common with Bridget Jones? Match.com, the world's largest online dating service, set out to reveal how real-life British single women compare to Bridget Jones.

Results from a survey of 1,673 Match.com members show that although single women are slightly more refined, there is more than a touch of Bridget about them!

ATTITUDES TO CLOTHES

Like Bridget with her see-through tops and 'silly little skirt' (as Daniel Cleaver called it), British women are quite raunchy when it comes to office wear; over 40% of respondents admitted to deliberately wearing revealing outfits in order to attract the attention of a male colleague or boss.

Women from the Midlands wear the most revealing clothes to work with almost 50% vamping up their office attire, whilst Scottish lasses dress the least sexy for work - only a third of Scottish women confessed to attempting to catch the eye of a male colleague.

LIAISONS WITH THE BOSS

MSN Channels

Auctions from eBay

Cars

Computing

Dating & Personals

Entertainment

Games

Horoscopes

Jobs

Mobile

Money

National Lottery

News & Weather

Property

Public Services

Shopping by Kelkoo

Sport from SkySports

Travel

Women

AOL

File Edit Print Window Sign Off Help

Channels AOL Keyword

http://promo.match.com/partners/aol/aol_promo/index.htm

Bridget Jones Contest

WIN a pair of UK Premiere tickets for Bridget Jones: The Edge of Reason

If you want to be amongst the stars at the glitzy UK Premiere of one of the most eagerly anticipated films of the year then register with Match.com today!

Match.com, the UK's leading dating site, is giving one lucky person the chance to go to the UK Premiere of Bridget Jones: The Edge of Reason and 5 runners up will receive Bridget Jones: The Edge of Reason goodies. The UK Premiere will be in London on 9th November (subject to change) and we'll also pay for an overnight stay and your travel to London. This UK Premiere is going to be one of the hottest tickets of the year - this is a prize that money just can't buy!

Bridget may have found her Mr Right, but if you're still looking for him (or her!) then what better place to look than on Match.com?

Register below for FREE and you could win tickets to the UK Premiere of Bridget Jones: The Edge of Reason!

AOL PERSONALS

match.com

Sign up for FREE

Username

Password

Confirm password

Your e-mail

Gender

Looking for

Date of birth

Resident country

AOL Women: Win two tickets to the UK premier of Bridget Jones: The Edge of Reason!

Bridget Jones: The Edge of Reason opens in cinemas on 12 November.

Move Over Bridget?

Would your journal make even more hilarious reading than Bridget Jones? Write a diary entry about your search for Mr Right at AOL Journals and you could win one of 10 Bridget Jones: The Edge of Reason goodies bags.

Creating an AOL online journal couldn't be easier. Often called a 'blog', short for 'weblog', journals are similar to dynamic home pages where you can keep a diary on almost any subject, adding comments as you go.

Find out how to create a journal

Fill in Your Details:

Your Journal

Full Name

Street

Postcode

Town

Phone

I understand and agree to the terms and conditions

Enter now



HABBO / FRANK BUS



Habbo bus



EXPERIENTIAL
MARKETING



Partnership with C4

The stoners to avoid:



hash boy

Smokes Hash or Hashish, a blacky-brown lump made from the resin of the plant. This is the most common form of cannabis.

bong girl

She's on weed or grass. It's made by drying the leaves of the cannabis plant. It is generally stronger than hash and looks like tightly packed dried garden herbs.



skunk zombie

Watch out for this fella. Skunk is the bud of the cannabis plant artificially cultivated to make it much stronger. It can be up to 2-3 times stronger than normal hash or weed.


FRANK

DOPE DASH

Oh no, the stoners are coming

What are they doing out in daylight?
How did they get the motivation to get off the sofa?
None of that matters right now. Just avoid them or you'll get stoned yourself and suffer a fate worse than double maths.

Now run


(using your cursor keys)

FRANK

DOPE DASH



FRANK

DOPE DASH

STONED INVADERS

FRANK
www.talktofrank.com

SKIP INTRO

STONED INVADERS

Level: 1 Score: 150
Lives: 

THE INVASION HAS BEGUN.
CANNABIS IS COMING AND IS
MAKING EVERYONE ACT LIKE



CLOSE

Level: 2 Score: 1400
Lives: 

FRANK
www.talktofrank.com



CLOSE

Partnership with C4

**Examples of One Pagers/Exec Summaries
I've written & designed**

RoutePerfect is a trip-planning tool that allows you to create a personalised itinerary which converts to a discounted customized package. The company combines cutting-edge, proprietary technology with decades of travel industry expertise.

Selling as a package provides a great business model. By bundling individual elements of a trip, the company can source heavily discounted, undisclosed rates, so travellers can enjoy a 20% discount, while RoutePerfect takes a 17% margin, making an average of \$300 gross profit per booking.

The company is already at over +70% ROI on all marketing expenses and is growing nicely with 4M cumulative users, 10,000 paying customers and \$5M in bookings to date.

The market is worth \$50B, with 200M multi-city travellers planning + booking on their own each year.

Customer problem: It is difficult to plan and book a personalized multi-city trip independently, without expensive professional help.

Market problems:

- **Suppliers:** Lack a good distribution channel to offer discounted inventory to independent multi-city travellers
- **Midsize travel sites:** Struggle to acquire traffic profitably.

RoutePerfect's solution: The tool provides travellers with an easy, low-cost planning and booking solution. For suppliers, the platform provides a great channel to sell discounted inventory, and allows travel site partners to acquire and monetize cheap, upstream traffic.

Business model: On the acquisition side, upstream traffic can be bought very cheaply (\$0.30/unique) as it is in the less competitive planning/inspiration layer. On the monetization side, we are connected to ~150 b2b suppliers offering us heavily discounted inventory, which after our 17% margin is still 20% cheaper for the customer than booking each piece separately. A single transaction is currently worth \$300 in gross profit, with potential to grow to \$500. We are already at +70% unit economics.

Sales/Marketing strategy:

- **B2C:** SEM, affiliates, social, direct, content, email and PR.
- **B2B:** Partnerships with e.g. OTAs, media, metadata sites + destination management companies. Already live with Flight Centre (\$17B company).

Competitors: Two start-ups www.inspirock.com and www.tripcreator.com are the closest competitors. RoutePerfect is the only solution with technology that offers interactive planning as well as discounted packages.

Financials (in thousands \$USD):

	2014	2015	2016	2017	2018	2019	2020
Sales	\$380	\$1,520	\$2,000	\$1,980	\$8,160	\$23,890	\$52,620
Gross Profit	\$30	\$110	\$290	\$310	\$1,450	\$4,930	\$11,180
Total Operating expenses	\$410	\$1,210	\$1,650	\$2,140	\$2,900	\$4,230	\$5,930
EBITDA	(\$380)	(\$1,120)	(\$1,360)	(\$1,830)	(\$1,450)	\$700	\$5,250

COMPANY PROFILE:

URL: www.routeperfect.com
Industry: Travel & Tourism
Employees: 20
Founded: March 2016

CONTACT:

Boaz@routeperfect.com
+972.58.459.4594
Guy@routeperfect.com
+972.50.694.8924

TEAM:

Mayor Caspi, Chairman
Guy Dolev, CEO
Boaz Lantsman, Founder/CMO
Eran Dvir, CTO
Adi Kahn, CFO

FINANCIALS:

2016 bookings: \$1.95M
Funds raised: \$5M
April 2017 ROI: +70%

INVESTORS:

ASF Ventures, Barenboim Properties, Nisko Holding, Cyrus and Elevator funds.
Prominent private investors: Mayor Caspi, Danny & Yanki Margalit, Leon Recanati.

Partnership Proposal

Routeperfect:

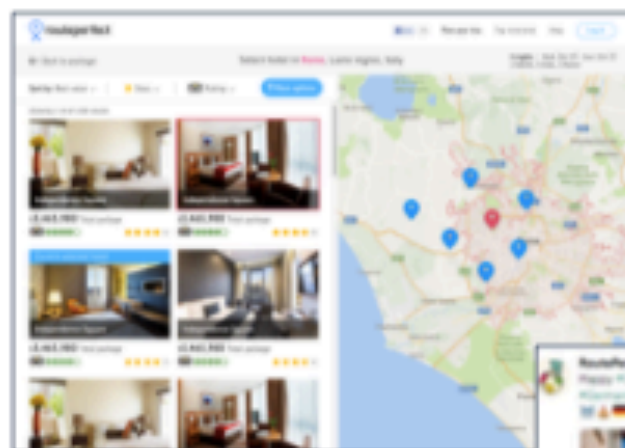
is a free, online trip-planning tool. It allows travellers to create a customised itinerary based on their interests, travel preferences, vacation type, transportation method and budget.

- ✓ Fun and easy to use
- ✓ Convenient; saves time as it's a one-stop-shop
- ✓ Allows the traveller to be their own travel agent
- ✓ Enables discovery. Travellers explore beyond the capital to new places they wouldn't have previously considered
- ✓ Customers save up to 20% on their trip because Routeperfect allows access to hidden (Opaque) rates by bundling hotels together as a package. The access to this discount is possible as each individual hotel rate is unknown.



Benefits to Partner:

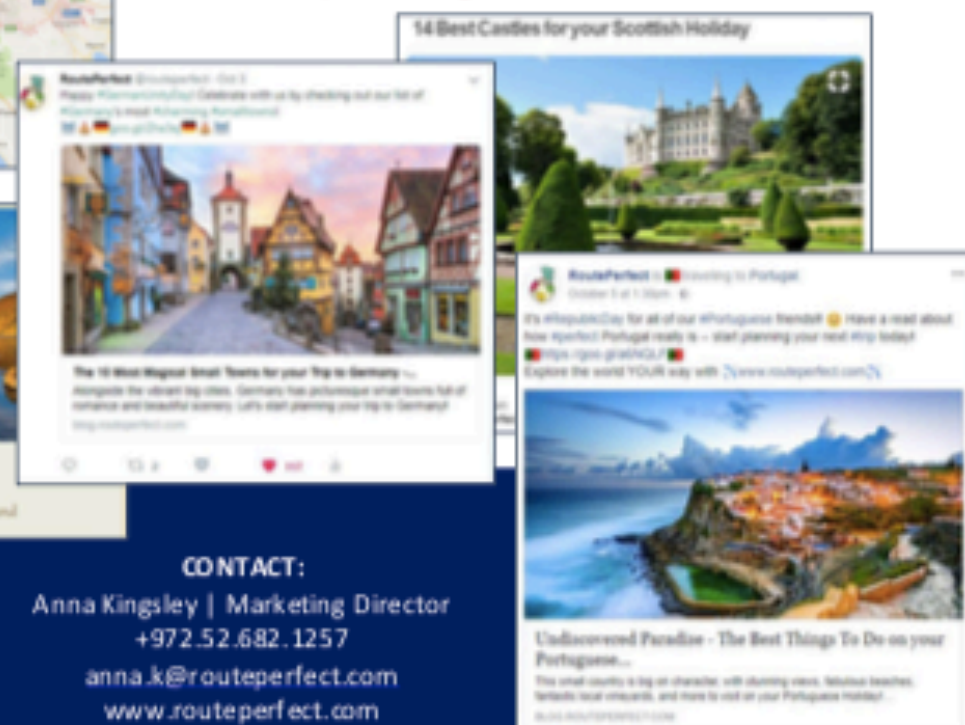
- ✓ We encourage tourists to go beyond the capital city; we promote multi-destination travel. As a result, visitors extend their trip; we see this all the time!
- ✓ Our tech makes it easy to visualise a trip so we push users from considering a new place they've just discovered to actually booking it!
- ✓ Hotels can sell their unused inventory; we boost their sales and bring prosperity to an area
- ✓ We increase bookings for other local tourist attractions, tour guides and your partners
- ✓ We provide a secondary income stream (through a rev share on bookings)
- ✓ You gain access to Routeperfect's proprietary technology, tested over four years by top tech gurus. This increases value to visitors of your site, so also increasing your site's traffic
- ✓ You benefit from richer content: our travel experts have decades of industry experience.



Easy integration:

- ✓ White labelled site, search box and iframe available
- ✓ Minimum tech expertise required from your side
- ✓ Variety of banners to encourage usage
- ✓ Everything is tracked: rewarded for every sale you make.

PLUS we will promote the partnership through our own content, marketing channels and social networks.



CONTACT:

Anna Kingsley | Marketing Director
+972.52.682.1257
anna.k@routeperfect.com
www.routeperfect.com



VERIBO specializes in Online Reputation Management (ORM). We give companies and individuals control over their online presence. By creating and promoting relevant and quality content, Veribo suppresses unwanted results and lets you decide what people see when your name is googled.

How we work

Each client is allocated a reputation analyst and a custom-made work strategy that enables us to deliver the best possible results in the shortest possible time.

The assets we produce for our clients cover the whole online spectrum.

We believe in complete transparency. We manage expectations and, of course, keep everything strictly confidential.



About Veribo

Established in 2006, Veribo is an international ORM agency with its HQ in Tel Aviv. Veribo maximizes its clients' online reputation through tailor-made services and proprietary technologies.

With Veribo you can:



Promote positive information about yourself



Transform your online reputation on search engines



Protect the first results for your name when googled

VERIBO Presence Perfect

sales@veribo.com
www.veribo.com

London +44 (0)207 089 4053
Tel Aviv +972 (0)3 504 6186

❖ Problem

Performance-Based Marketing i.e. Google Adwords/Facebook has many problems:

- Ascertaining a marketer's performance
- Hiring staff with the right skills & scaling up quickly enough
- If you outsource, lack of transparency with agencies

● Solution

Our Platform allows companies to easily find marketers based on their expertise, reviews and past performance. Companies can monitor and compare the marketer's performance in real time. They can also manage the marketers and control the budget

👍 Win-Win

- Incentivises marketers, they 'fight for budget' + reap bigger rewards themselves
- Eliminates the guess work involved in performance marketing
- Companies can scale up quickly by acquiring talent and staying in control

🏠 The Opportunity

Global media ad-spend is \$520b, of which \$171b is spent on digital media.
Marketing budget is shifting more towards digital.

By 2020, freelancers will account for 50% of US workforce

🏢 Business Model

Percentage of ad spend

👥 Target Audience

Initially mid-sized companies and media agencies in USA + UK

🔍 Competition

No direct competition. Currently there are only:

- Freelance Marketplaces (e.g. UpWork + Fiverr)
- Marketing Automation companies (e.g. Marketo + Hubspot)
- Media Agencies

👤 Team



SHAI

Serial Entrepreneur with 15 years of experience in algorithms/research, PhD Princeton. Worked on Super-Computer at IBM Research, developed Kenshoo's Bid Management system and a treatment for early stage lung cancer. He is a mentor in 3 accelerators (TechStars, Technion, 8200). Co-founded ConnectLV, a social volunteering project.



HANAN

Serial Entrepreneur, with over 20 years of experience in software as developer and VP R&D. Co-Founded successful Ad-Tech company. Worked on Lockheed-Martin's F35. Mentor for accelerator. Full stack developer. Expert in Big Data.



PAUL

Vast Experience in Sales and Marketing in Technology Industry. Led Sales team in 8 countries, 4 continents. Ex-CEO RIT Wireless, CMO, UK Managing Director, President EMEA Promethean. Experience in European, American and Asian markets. Stanford Graduate School of Business



ANNA

Award-winning marketer with 25 years experience. Has been involved in digital marketing since its inception. Has worked agency-side incl. WPP (JWT) as well as client side: Match.com, Dixons, BBC, Universal and Sky. Ran Coca-Cola's biggest UK campaign at the time. CMO for Start-ups.

📅 Milestones

- 5/17 POC
- 6/17 Pilot
- 9/17 MVP
- 3/18 Product-Market Fit
- 4/18 Massive growth mode



EXECUTIVE SUMMARY – HiLo Heels



The Problem:

Women love high heels. It makes them feel confident and sexy. Stilettos are a woman's best friend, but also a worst enemy. After wearing for a while a woman's feet are extremely sore. It is also extremely hard to walk long distances in them. There are also numerous other problems associated with heels:

- **Health:** they can cause back, knee and leg pains, as well as more serious injuries, which are on the increase because of the trend of higher heels and women getting drunk in them!
- **Dangerous:** 80% of UK women wear these shoes whilst driving. Heels have even been known to jam under the break causing accidents
- **Unpractical:** they can't be worn on cobbled, uneven surfaces or decking (all on the increase)
- **Inconvenient:** it means taking a second pair of shoes with you to change into e.g. running into the office with sneakers or for parties having to take a big bag rather than just a clutch.

The Solution:

To create a shoe where the high heel can collapse into a low one. This solves all the above problems. My competitive edge would be that the shoes are not compromised on design, and yet would be practical and affordable, so that every woman would want at least one pair in their wardrobe.

Target Audience:

Fashion conscious women. Corporate workers. 21-35yrs. USA, Europe, BRIC, Australasia, Far East.

Market Size:

Global shoes sales will be \$183b by 2020. Women's dress shoes account for 13% of this and are the fastest growing type. 1 in 10 UK women 16yrs+ own at least 30 pairs of shoes. [Global Industry Analysts Inc.].

Business Model:

Sell direct to the consumer via hilo-heels.com; via various outlets e.g. Bloomingdales, white label to designers themselves e.g. Gucci, licence the technology. Price point \$200. Manufacturing in China.

Competitors:

There are a handful of people who've made prototypes but never took it to market. The only serious competitor is *Tanya Heath Shoes* who has a shop in Paris as well as some boutiques around the rest of the world. *Chameleon Shoes* has also brought it to market, but their design, and branding is poor.

Investment Required:

\$1m to develop the prototype, acquire a patent, trademark, marketing, product launch, all assets incl. product video and possible Crowdfunding campaign. To set up the manufacturing, all processes, infrastructure, e-Commerce site and staffing.

The Team:

Anna Kingsley:
CEO & Founder



Award-winning marketer/CMO, 25yrs in business incl: Coca-Cola, Match.com, Dixons, JWT (WPP), BBC, Sky, Universal, NBC + Start-ups.

Rick Munitz:
COO & Co-Founder



Experienced industrial designer, entrepreneur of own shoe brand: *Flipster*. Shoe manufacturing experience in China.

Liam Bilich
CTO & Co-Founder:



20 yrs' dev experience in different programming fronts; a serial entrepreneur; a code ninja + tech wizard!

CONTACT: anna@hilo-heels.com | +972.52.682.1257





Introducing OYO – A Breakthrough in Bicycle Technology **ChainFree HYBRID (Hydraulic - Electric) eBike**



The Problem: Urban commuting is evolving (eBikes, bike sharing, healthy + environmentally-friendly options etc), but the fundamentals of the bike haven't changed (dropped chains, manual gears, rust, maintenance etc.)!

The Solution: is the OYO, a revolution in urban commuting, offering numerous benefits:

ChainFree = ZERO MAINTENANCE

- ✓ No tuning, rust or dirt
- ✓ No loose, dropped, faulty chains
- ✓ No clothes getting dirty or caught in the chain!

Convenience:

- ✓ Built-in anti-theft mechanism

Smooth and easy cycling:

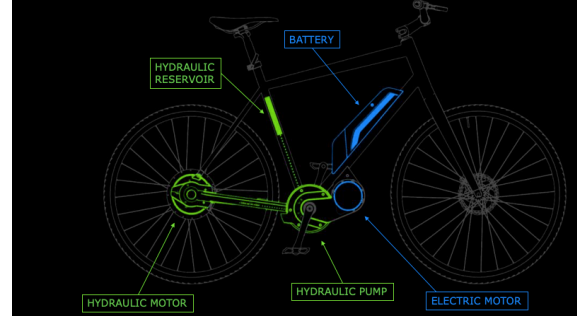
- ✓ The OYO is the most incredible ride you'll ever experience. It's like converting from a manual car to an automatic – you're amazed as to how easy driving suddenly becomes!
- ✓ Automatic gears and no bumps when changing through them!

The Technology: OYO's HYDRAULIC system vs. a traditional drivebelt, shaft drive or hub gear:

When a drivebelt or a shaft drive are used standard gears cannot be used. The bike either becomes gearless, or, needs an internal gear in the wheel hub. A hub gear is another way to eliminate the need for regular gears (sprockets and derailleur), but hub gears are heavy and expensive. Once we'd managed to unchain the bike (using our seamless hydraulic system), we then realised we could

do so much more. We eliminated the need for traditional gears. OYO's technology enables AUTOMATIC continuous variable transmission (CVT). This means you don't have to manually change through the gears, so there are no bumpy moments - the ride is completely smooth. We added an electric motor – a perfect match for the seamless gear shifting and finally, we automated the gears. These changes create the smoothest ride you'll ever experience!

A Look Inside the OYO



Other companies have produced elements of what we have achieved, but
**NO-ONE HAS COMBINED EVERYTHING TOGETHER,
there is no direct competition!**

The Opportunity:

- ✓ Global cycling market is currently worth over \$100 billion
- ✓ eBike market is \$20 billion and growing fast
- ✓ In 2017 2M eBikes sold in Europe
- ✓ Bosch has predicted that by 2025 every other bike in the EU will be an eBike
- ✓ EU eBike sales is continuing to grow at a rate of 20-30% p.a.
- ✓ Europeans pay on average 2,500 per eBike! This makes Europe an extremely valuable market
- ✓ In terms of global market share Europe is the leading market outside of China.

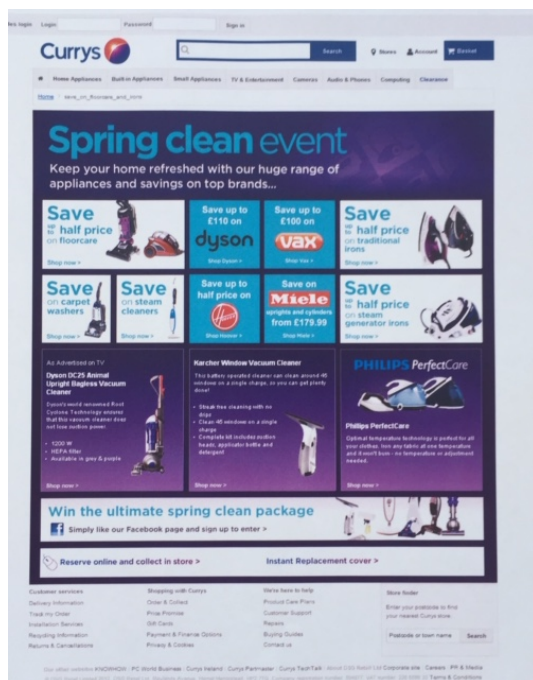
Our Target Audience: is Europe, focusing on Germany (40%), Netherlands (20%) + Belgium (10%), which account for 70% of the European eBike market. After this we'll focus on USA/Canada.

AWARDS

Marketing Society WINNER of the eCommerce Category: Awards for Excellence 2013 (in association with 'Marketing' Magazine)



You can read more about how I turned the digital around for Dixons [here](#).





HOMEMAKER

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Dixons Retail to announce strong half-year sales figures

08:00, 16 DEC 2013 | [UPDATED 08:01, 16 DEC 2013](#) | [BY KAREN OVERBURY](#)

As investors begin to wind down for Christmas, attention turns this week to shopping – and the performance of Currys and PC World in particular



 [>](#)



Currys PC World

As investors begin to wind down for Christmas, attention turns this week to shopping – and the performance of Currys and PC World in particular.

Demand for tablet computers and white electrical goods will help Currys and PC World parent Dixons Retail notch up a robust first-half performance tomorrow as it continues to benefit from the demise of rival Comet.

The group is experiencing its first Christmas period without Comet, which went into

[The Journal Anytime](#) >



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Most Influential 2014: The Journal list of the North East's movers and shakers

BUSINESS NEWS

Pleased To Meet You expands in Newcastle city centre's High Bridge

BUSINESS NEWS

Business software giant Sage to take on 60 apprentices in a wide array of departments

BUSINESS NEWS

Fitness studio in Newcastle's railway arch is first of its kind in UK

BUSINESS NEWS

Business Interview: Paul Lewney, managing director of Kavli UK

WINNER of Best Retail Campaign at Christmas for “Wish List”

IPM Awards (Institute of Promotional Marketing) 2012

I helped conceive this concept and project managed it. I was responsible for the whole implementation (from web dev to promotion).

There are some of the scamps/screen grabs of the promotion just before it was finalised!



Channel 5's “The Gadget Show” was secured as the media partner.



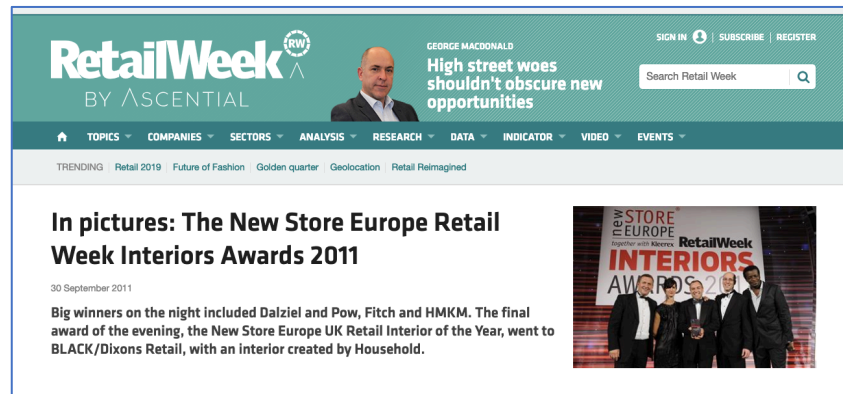
More info on the [press release](#) on it.

WINNER of Best Social Media/eCommerce Strategy/Campaign The Drum Social Buzz Awards 2012

I was promoted to be responsible for the whole of Social Media for Dixons. My team had to managing 21 different channels at the time.



New Store Europe UK Retailer of the Year Europe Retail Week Awards, 2011



Best Airport of the year for Dixons Travel Finalist in the Frontier Awards 2011

Best Airport Retailer of the Year
Awarded to
King Power International Group
Finalists
CTC-ARI Cyprus Airports Duty Free
Dublin Airport Authority / The Loop
Dixons Travel
Dubai Duty Free
Duty Free Uruguay

Best SEO Campaign State of Digital Awards


STATE OF DIGITAL



What Mobile Magazine Winner:

WHAT MOBILE

NEWS ▾ REVIEWS ▾ FEATURES ▾ APPS ▾ PRICE COMPARISON TIP US AWARDS 🔍



Winner: Carphone Warehouse

If you've owned a phone, you've almost certainly set foot inside a Carphone Warehouse. Seeing as you're reading What Mobile, we can safely assume you do own one. Which means you're surely familiar with Carphone Warehouse and what it is that has kept it the UK's biggest and best high-street retailer for more than 10 years. It's now a major force in Europe, too, and there's more than 1,700 stores across the continent. Following its recent merger with electronics force Dixons, Carphone Warehouse is only headed in one direction.

NB I contributed greatly to aspects of these four projects, but wasn't the overall project manager.

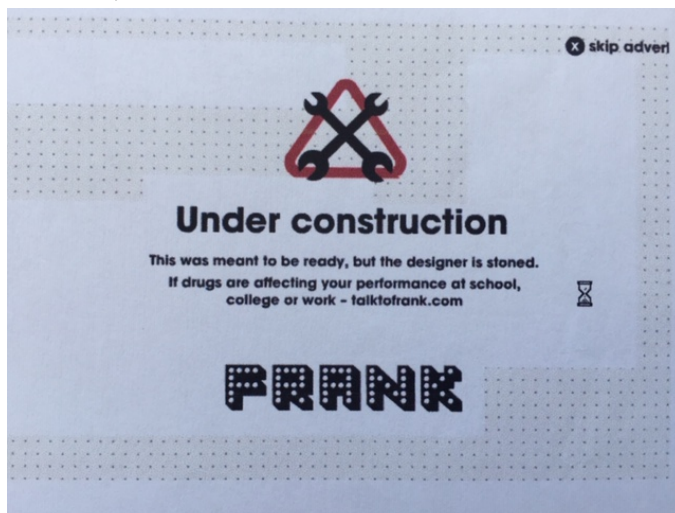
Best Public-Sector Website or Campaign for talktofrank.com

DADI Award WINNER

The UK Drum Awards for the Digital Industries (DADI)



I was responsible for this account and turned it into the most profitable account in the agency (JWT) at the time, more than many household name brands such as Shell, Vodafone etc.

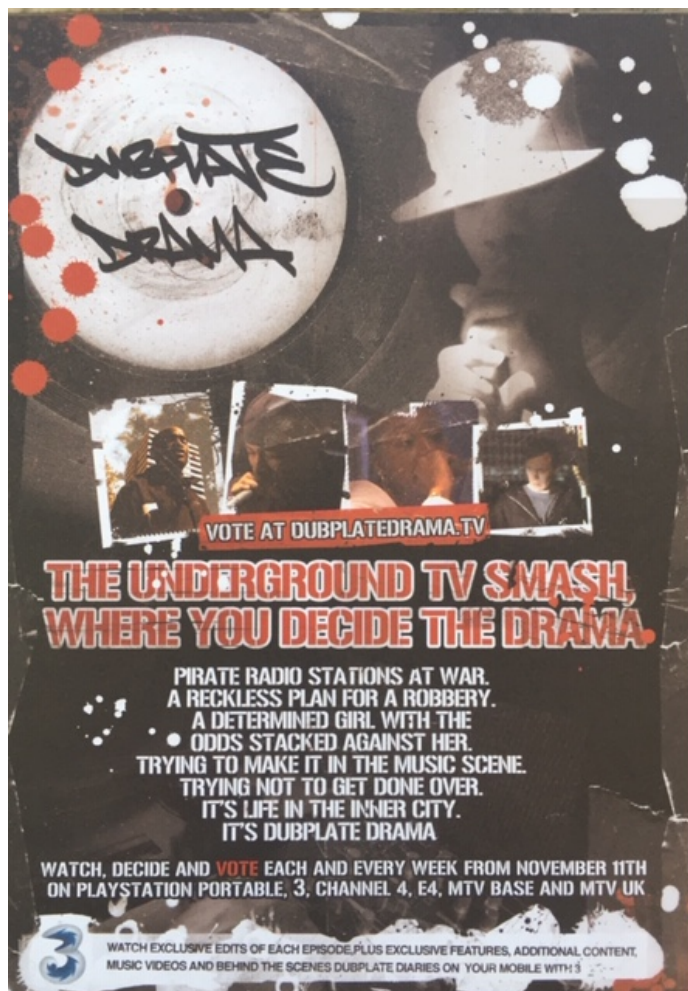


When I joined the agency the FRANK account was underperforming by an ROI of 2:1 and within 6 months I took the ROI to 16:1.

Webby Award WINNER for
Best Government Campaign for
www.talktofrank.com



Webby is the leading international award
honouring excellence on the internet



Webby Award WINNER for
Best Visual Design Function for
www.talktofrank.com



“TVs Rising Stars – Ones to Watch”

The Evening Standard List 1997

What's a girl to do? For the young going-places woman of the Nineties the up the celebs for Richard and Judy, or of tracking down that elusive budget lime-green Gucci suit and that naughty red number by YSL, because even

Researching the researchers: (from left) Clare Handford (*Despatches*); Anna Kingsley (*Mentem Films*); Elaine Downey (*Moving People*); Karen Ferguson (*The Big Breakfast*); Abby Flanagan (*Capital Woman*)

PHOTOGRAPHS BY *Quintin Wright*



TESTIMONIALS & RECOMMENDATIONS

JUST A FEW OF MY CLIENTS' COMMENTS:

"The most willing can-do attitude I have ever seen. She's a highly capable woman and the speed of response was second to none - which can be vital in the digital world. She focused on and achieved our business goals and always rose to the challenge"

Sara Boland

Marketing Director: GNER (Now Virgin Trains)

"Anna is the only person I know who can actually create business at a high level from scratch. She's also highly creative and produced an event model that was copied by our competitors! She was integral to the business through her work with creating strategic partners."

Kevin Cornells

Country Director: MATCH.COM

"My team recently worked alongside Anna at the 2019 OurCrowd Global Investor Summit in Jerusalem. The three main reasons I enjoyed working with Anna? 1. Her enthusiasm, energy, and willingness to dive into different subject matter, soak it in, and completely embody it for the duration of a project. 2. She really thinks about the strategy behind a campaign, the reasons for doing it at all, and relating to the desired end results throughout the project. 3. She will not quit until she has her desired outcome, and that includes putting in the late hours or extra energy. Thank you, Anna!"

Liz Cohen

VP Marketing & Investment Community: OUR CROWD

"Even though I thought I'd tried everything, Anna took my marketing and sales to the next level. She discovered integral mistakes in my website's UX and gave me new methods (which I didn't know about before) to sell my bags. She's extremely knowledgeable in all aspects of marketing. I also love her energy - her passion for my product, as well as her patience with me is truly appreciated! Thank you, Anna!"

Erica Harel

Designer/Founder: ERICA HAREL

"Anna has been integral in terms of helping me scale my business. She implemented everything very quickly. Not only has she gotten me real results in terms of sales, but Anna is truly a great person to work with, she's always smiling, has a positive never-give-up attitude and brings a lot of creativity and ideas to my projects. Her input was invaluable and I can't recommend her enough!"

Alana Ruben

CEO/Founder: P=P

"Anna completely changed the way we market ourselves. She was a breath of fresh air, hard-working and incentive-driven. Productivity and turnover have increased dramatically. I would absolutely recommend you use her."

Neil Conrich

CEO/Founder: VOICESQUAD

Anna was extremely helpful in getting our website and marketing off the ground. Easy to understand for us who are new to the field... Anna was personable, very knowledgeable, great attention to detail. Now we have a great looking website... She was also very mindful of our budget and found ways to help us reduce our costs as much as possible. Highly recommended!

Benjamin Ron

CEO/Co-Founder: TAROTWAZE

JUST A FEW OF THE RECOMMENDATIONS FROM MY MANAGERS/EMPLOYERS'

"Anna has a good balance of working strategically as well as being hands on. She's hard worker, and this, coupled with her passion for the company and everything she does, means she works quickly and gets things done. In addition, Anna has an in-depth knowledge of different marketing channel, as well as experience to draw on in business generally. Anna's proven she can put robust processes in place and organize a marketing department to efficiently produce great results. For these reasons, and many more, I would highly recommend Anna."

Guy Dolev

CEO: ROUTEPERFECT

"I really enjoyed working with Anna. She has a good business head (stuck to the budget and met deadlines) but is also an idea person, who's comfortable with going outside the box! She got to grips with the product and systems here extremely quickly. Even though she's a fast and efficient worker, she has great attention to detail and knows how to juggle heavy workloads. I really appreciated Anna's dedication to the job. Anna would be a great asset to any company who's looking for a strong CMO."

Ran Blayer

CEO: PERCEPTO

WHAT SOME OF MY DIRECT REPORTS SAY ABOUT ME

“I learned so much from Anna in my time working with her. She has an enormous amount of knowledge and experience, which translated into excellent direction, skill building and support. Anna’s expertise in marketing, SEO and B2B, as well as building relationships and negotiations allowed me to grow within the company and discover insights into both the world of business and the world of digital marketing. She is a highly successful and inspirational woman with so much energy, and genuinely opened up new worlds for me both personally and professionally. Anyone would be lucky to have Anna as their manager!”

Taube Freedman

Marketing Manager: ROUTEPERFECT

“Anna was the CMO at Powtoon, when I was hired for a temporary project. Under her guidance I happily transitioned into a permanent position in content marketing. As a team leader, Anna was very open to hearing ideas from all team members and we successfully executed many unique and creative campaigns, to a wide range of segments! She is also very bubbly and humorous, a very rare and important trait for managing teams!”

Nirel Mantsil

Marketing Manager: POWTOON

“Anna is a great leader. She came into our department and cleaned up shop, creating streamlined processes for every single task. The strategy she implemented for Routeperfect is invaluable. She put together a fabulous team which I was happy to be a part of. She works everyone hard, but we really enjoyed it - there was a real team spirit.”

Risi Adler-Finkel

Content Writer: ROUTEPERFECT

WHAT SOME OF MY TEAM MEMBERS SAY ABOUT ME

"Anna worked very well with the dev team, as she has an excellent technical grounding to provide a good brief. She's also one of the very few people I know who actually prioritizes tasks, which was critical for our R&D dept. Although she wants to achieve a lot to drive sales for the company, she was still patient, so a pleasure to deal with. I would happily recommend Anna for a successful digital transformation."

Eran Dvir

CTO - Routeperfect

"I worked with Anna on many marketing campaigns for PC World and Currys. She had the unenviable task for ensuring the brand guidelines were adhered to as well as creating an effective and integrated campaign. Despite numerous challenges Anna always managed to produce great projects on time and to budget that delivered on the objectives. Together we also worked closely on the 'Wish List' Promotion for Christmas 2012 that won a Gold IPM Award. Anna has a clear vision that she communicates well. She is fun to work with and approachable but also highly professional. I would definitely recommend Anna as she is a great asset to any team."

Toby Willsmer

Senior Front-End Developer: DIXONS (PC WORLD & CURRYS)

"I worked with Anna when she was consulting at the British Council. I was really impressed with her knowledge of Digital and Strategic Partnership Marketing as well as how she came in and in such a short space of time pro-actively create a strategy and implement it in this area for our Commercial Partnerships team. She is a focused and methodical worker with great persistence especially when having to coordinate between many different stakeholders. I enjoyed working with her and am happy to recommend her."

Angus Morrison

Commercial Partnerships: BRITISH COUNCIL

"Anna is an intelligent, capable, dedicated, and personable young woman. She is always quick on her feet, with sensible reactions in all the circumstances I've seen her in. Sincerely, Steed"

Steed Richardson

Designer: ILN

DSG RETAIL LIMITED

15th November 2012

Anna Kingsley

Dear Anna

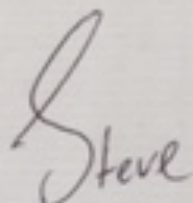
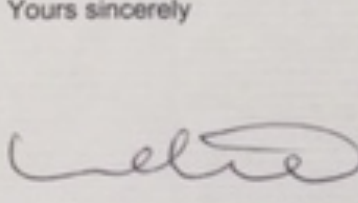
We want to congratulate you on the fantastic launch of Windows 8.

The planning, hard work and one team approach demonstrated by you all is one of the best examples we have seen of how, when we work as a cross-functional team, we can do amazing things.

So a big thank you for the hard work and long hours put in to deliver this – it is very much appreciated.

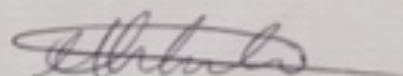
Some celebratory drinks will be held in due course as a thank you, further details to follow.

Yours sincerely



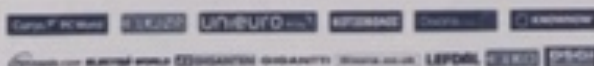
Katie Bickerstaffe
UK & Ireland CEO

Steve Ager
Group Commercial Director



Mark Slater
Category Director – Computing
Communications & Office

DIXONS RETAIL
BRINGING LIFE TO TECHNOLOGY





October 11, 2010

U.S. Department of Homeland Security
U.S. Citizenship & Immigration Services

Dear Sir or Madam

This letter will confirm that Anna Kingsley was employed with our company in the position of Senior Account Manager from September 2005 to October 2006.

In this capacity, Ms. Kingsley was responsible for the talktofrank.com (FRANK) campaign, a UK Government funded drugs advice service aimed at preventing young people taking drugs. FRANK was a £6.5 million fully integrated campaign. Anna was responsible for £300k of this budget and the daily running of the FRANK account that mainly used Strategic Partnership Marketing techniques to increase brand awareness. This involved creating and negotiating highly successful partnerships with other youth brands, coming up with ideas for partner brands as well as negotiating the deal. Anna was responsible for the internal FRANK team as well as liaising with the various Stakeholders involved.

Anna was responsible for raising the ROI of FRANK from 2:1 to 16:1, allowing RMG to be scored 99 out of 105 in the client's evaluation of the agency's work, increasing incremental business and making the COI the most profitable account in the agency.

RMG is part of J Walter Thompson (JWT) that is part of WPP one of the biggest communication groups in the world.

Should you require any additional information regarding Ms. Kingsley's employment, please feel free to contact the undersigned.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jenny Long', is written over the typed name.

Jenny Long
HUMAN RESOURCES



Brings Awesomeness
to Your Presentations

May 2015

To whom this may concern:

Anna Kingsley worked for PowToon Ltd in the capacity of CMO (Marketing Director) from July 2014 to May 2015.

In a restructure of the company it was decided to change the CMO position to be based out of USA, so Anna's position in Israel was made redundant.

This said, we would gladly recommend Anna for any marketing position. She is fully conversant in all marketing channels, is both numbers driven as well as creative. She was a loyal, well-liked member of the team and worked tirelessly to ensure the company's vision was met. We wish her every success in her next role and are sad to see her go.

Whilst Anna was with PowToon she led the marketing department to over double the monthly revenue for the company as well as new users of PowToon. She also created a positive ROI for the first time in the performance based online marketing for the company.

Please feel free to contact me on +972 (0)54 483 6211 if you also need a verbal reference.

Yours faithfully

Daniel Zaturensky

COO & Co-Founder of PowToon

PowToon Ltd. HaArba 6, 6473906 Tel Aviv-Yafo, Israel
Support@powtoon.com | Registration Num 534870690

CERTIFICATES

THE UNIVERSITY OF LIVERPOOL



FACULTY OF SOCIAL AND ENVIRONMENTAL STUDIES

*Degree of Bachelor of Arts
with Honours*

We hereby certify that

Anna Juliet Kingsley

*having attended approved courses of study in the University and
having satisfied the examiners was admitted by resolution of the
Senate to the Degree of Bachelor of Arts with Honours (School
of Combined Honours, Class Two, Division One) on the ninth day
of July 1991*

A handwritten signature in black ink, appearing to read 'M. J. F. ...', written over a horizontal line.

ACTING VICE-CHANCELLOR

A handwritten signature in black ink, appearing to read 'M. J. ...', written over a horizontal line.

REGISTRAR



Institute of Practitioners in Advertising

This is to certify that

Anna Kingsley

having satisfied the requirements of the examiners
has been awarded the

LegRegs Certificate

Moray MacLennan

PRESIDENT

Hamish Pringle

DIRECTOR GENERAL

Number DA00404

Date 30 Jan 2008

