

CAREER HISTORY

Mischievous Marketing Ltd, Managing Director, specialist marketer for the Financial Services industry	Nov 2005 - Current
Uni@Work, Coventry University College, Uni@Work Tutor The Uni@Work programme delivers high quality higher education closely related to learners' own occupations, so that they can put the skills and knowledge they acquire to immediate use for the benefit of the business. I write and deliver courses for Uni@Work at a variety of organisations throughout the UK.	Sep 2014 – Current
Coventry University, I am the module leader for Global Branding which I have written in its entirety and I also teach Advertising Psychology; both are at Masters level. I also deliver a course for the Chartered Institute of Marketing Certificate.	Nov 2013 - Current
Zarr Internet Services Ltd, Managing Director	Nov 1999 - Nov 2005
Credit Suisse First Boston, Switzerland, Project Manager	Jun 1999 - Nov 1999
Citibank Private Bank, Switzerland, EURO Project Leader & Project Office Manager	May 1999 - May 1998
Peugeot Motor Company, Graduate Trainee & Project Manager for Windows 95 rollout	Apr 1998 - Jul 1995

ACCREDITATION

Fellow of the Higher Education Academy	Oct 2015
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AWARDS

Winner For England Region Of ILM Learner Of The Year	Apr 2009
Runner Up High Growth Category Of Women On Their Way	Feb 2009
Listed In Courvoisier The Future 500 Listings By The Observer Newspaper	Nov 2008
Young Businessperson Of The Year, Coventry Telegraph Business Awards	Jun 2008
HSBC Start-Up Stars Midlands Finalist	May 2008
Best Marketing Campaign, Second Prize At The Rugby Business Awards	Jun 2007
Woman In Business With B*LLs, First Prize At The Switched On! Awards	Jun 2007
Best Marketing Campaign First Prize At The Rugby Business Awards	Jun 2006
Innovator Of The Year First Prize At The Rugby Business Awards	Apr 2004
Midlands Top 42 Leading Entrepreneurs Under 42 Years Of Age	Jan 2002
Business Innovation Finalist 2000 – Coventry Evening Telegraph	Mar 2001
Livewire Business Start Up Award Winner For Coventry & Warwickshire	Mar 2001
Innovator First Prize At The Rugby Business Awards 2000	Feb 2001
BT's Vision 100 Zarr Was Ranked In The Top 100 UK Visionary Companies	Feb 2001



HANNAH PRICE

 07843 937872

 hannah@mischievousmarketing.co.uk

FINANCIAL SERVICES
IMPLEMENTER
GROWTH
AWARD WINNING
INNOVATIVE
CREATIVE
PROJECT MANAGER
MARKETING COMMUNICATIONS
DRIVEN

MISCHIEVOUS MARKETING
CREATIVE MARKETING FOR THE FINANCIAL SECTOR

EDUCATION

Durham University	2010 - 2012
MBA with Merit - My focus was Financial Services Marketing and I created a Wealth Management Model for Women	
ILM Level 5, "ILM Learner of the Year" for England, CWT, Coventry	2007 - 2008
Bradford University	1993 -1997
BSc. Honours, Business & Management (2:1) 3M award for Best Placement Student	
St Edmund's School, Wolverhampton	1988 - 1993
4 A Levels at Grade C and 9 GCSEs at Grades A-C	

PROFESSIONAL EXPERIENCE

Chief Mischief Maker at Mischiefous Marketing

Mischiefous Marketing (MM) is a creative communications agency. I work with a handful of Midlands-based SMEs in a Marketing Director capacity. My sector specialism is Independent Financial Services and the challenge is to create engaging marketing materials in a compliance driven industry.

I work with IFAs on their marketing – which ranges from strategic work through to campaign planning, running events and launching new services. I have upgraded existing marketing materials such as websites and brochures and developed specific campaigns for niche markets. To be effective, an IFA firm's communication strategy must be highly targeted and build upon their expertise within specific sectors and develop relationships with professional connections.

My role is driven by the client's agenda. In some cases I manage their marketing strategy and develop all their communications, with other clients I work with their marketing team on developing creative campaigns. I also identify new market opportunities with clients and take these to market. I am supported by a very able team which includes two marketing assistants, a copy writer and two graphic designers who work on a freelance basis.

Coventry University, Module Leader

I am the module leader for Global Branding which I have written in its entirety and I also teach Advertising Psychology; both are at Masters level.

I also deliver Chartered Institute of Marketing electives at both Certificate and Diploma level.

Managing Director of Zarr Internet Services Ltd, Warwickshire

I founded the web development and software company Zarr Internet Services in January 2000. In a 12-month period I grew Zarr from 5 to 12 staff. I personally generated over 80% of Zarr's business. My key responsibility was generating business through marketing and consultative sales.

REFERENCES

Lisa Johnson FPFS

Regional Development Manager at Quilter Cheviot Ltd

Email: lisa.johnson@quiltercheviot.com

Mobile: 07798 913853

David Philips, Director, Wealth Design Limited

Lagonda Suite, Virage Point, Green Lane, Cannock, Staffs, WS11 0NH

Email: david@wealthdesign.co.uk

Mobile: 07775 037707



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 07843 937872

 hannah@mischiefousmarketing.co.uk

CLEAR SERVICE PROPOSITIONS
NICHE MARKETING
GROWTH
CLIENT ENGAGEMENT
COMMUNICATIONS PLAN
WEALTH MANAGEMENT
PROFESSIONAL CONNECTIONS
FOCUSED
MANAGED EXPECTATIONS

MISCHIEVOUS MARKETING
CREATIVE MARKETING FOR THE FINANCIAL SECTOR