

# ROAR.

PR & Communications

## NATALIE KEENE.

Public Relations & Communications Consultant

+44 (0)7718 743 364



natalie.keene@roarpr.co.uk



roarpr.co.uk



@roar\_pr



@roarpr\_UK



@roar-pr



# ABOUT ME.

I am a qualified PR practitioner with 15 years specialist experience in housebuilding, development and construction together with additional work in live events and publishing. Based in Leicestershire, I am well-connected and have worked with clients across the Midlands and London in both agency and in-house roles. My work for CEO, director and senior level property professionals has been featured in print, digital, broadcast and social media, representing more than 90 different platforms. My skill set is highly transferable to any genre of business or industry.

In addition to my editorial capabilities, I am also highly accomplished in the creation of bespoke award submissions for individuals, projects and companies. I have achieved success in national and regional competitions, earning clients prestigious recognition and repute.

I am known as an approachable and friendly consultant with the confidence to become an integral part of your communications team. I work creatively and imaginatively, to deadline, providing PR and communications content to enhance your profile, win business and attract new talent. I am CIPR accredited, having completed my professional diploma in 2007.



# MY SERVICES.

## Public Relations.

- Campaign planning & management
- Editorial content e.g. news releases, case studies, feature articles, expert comments
- Editorial placement e.g. in print, online, social media
- Ensuring a productive relationship with relevant journalists
- Interview & public speaking opportunities
- Media point of contact/communications spokesperson
- Consultation & advice for external or internal communications
- Activity report for monitoring & evaluation

## Award Submissions.

- Identification of relevant opportunities
- Bespoke submission to satisfy criteria & meet deadline
- Shortlist support & promotion (if applicable)
- Finalist/winner support, promotion & branding (if applicable)

## Copywriting.

- Website & blogs
- Professional personal profiles
- Company intranet
- Brochures/presentation documents

## Proofreading.

- Client-facing documents e.g. tenders, proposals, reports
- Internal documents e.g. company handbooks, memos, newsletters
- Any of the above (point 3)

## Bespoke Projects.

- Staff/client magazines/newsletters
- Yearbooks/annual reports
- Event management e.g. for product launch, business anniversary/milestone

# MY CAREER.

Having graduated from the University of Leicester in 2005 with a BA (Hons) in Communications & Media, I joined the graduate programme at AVA PR. I remained with the consultancy for 13 years, eventually becoming associate director. My work at AVA encompassed full client account management, creating national and regional PR campaigns (all media platforms), award submissions, magazines, websites, event/product launches, video production, media planning and buying, business branding and marketing support.

I sat on the FBE East Midlands regional committee for five years from 2006-2011, and was also the editor of the organisation's quarterly member magazine. This required co-ordination and creation of content from FBE's 15 national branches.

In 2018, I was approached to join rg+p, a multi-disciplinary design practice, to lead the business' communications and marketing function, elevate profile and achieve growth specifically in London and Birmingham. One of the highlights from this role was consolidating the practice's position within the AJ100, an industry acclaimed list of the top 100 practices in the UK. The global Covid-19 pandemic forced this role to end but marked the beginning for Roar PR.



# SAMPLE AWARDS.

Below represents a selection of some of the awards I have worked on during my career and the corresponding results:



## National Award Submissions.

What House Awards	winner
Housebuilder Awards	winner (two companies)
National Housing Awards	finalist
Construction News Awards	finalist (two companies)
National Apprenticeship Awards	finalist, winner (two companies)
AJ100	ranking, finalist (two consecutive years)
Building Top 150 Consultants	ranking
Event Production Awards	winner

## Regional Award Submissions.

RICS East Midlands Awards	winner
Insider Midlands Residential Property Awards	finalist, winner (two companies)
Leicester Mercury Business Awards	finalist, winner (four companies)
ProCon Leicestershire Awards	finalist (two companies)
Greater Lincolnshire Property & Construction Awards	winner

# SAMPLE PR.



Architecture Magazine  
PR Activity: Case Study



Housebuilder Magazine  
PR Activity: Interview



Showhouse Magazine  
PR Activity: Feature



PHPD  
PR Activity: Regular Columnist



RIBA Journal  
PR Activity: Expert Comment



What House?  
PR Activity: B2C News Release



Developer & Housebuilder  
PR Activity: Feature



University Business Magazine  
PR Activity: Expert Comment



What House?  
PR Activity: Interview



Birmingham Business Post  
PR Activity: B2B News Release



Housebuilder Magazine  
PR Activity: Expert Comment



Architecture Magazine  
PR Activity: Interview

# RECOMMENDATIONS.

“

I have worked with Natalie for nearly 9 years where she has supported me on various events, marketing projects, PR campaigns and award nominations. Natalie brings with her a personable and highly professional attitude which people instantly warm to and she knows how to get the best out of you and your business ensuring great results are always achieved.

**Alex Bennett, director,**

M-EC Consulting Development Engineers

I have known Natalie for a number of years across two separate communications roles and always found her to be very professional, diligent and responsive to our requirements. On the phone, via email and face-to-face, Natalie is an engaging communicator and helped us on many occasions with well-written, insightful contributions, delivered to specification and deadline.

**Jonathan Cole, editor,**

PHPI & senior journalist, Hamerville Media Group

I've worked with Nat for over a decade now, and she's always proved invaluable in helping to source stories, quotes, reaction and photos across a host of different stories and features. She's friendly, punctual, accurate and - most importantly - understands what journalists want, first time. I'd wholly recommend Nat to any company looking to heighten their profile in the East Midlands – and beyond.

**Sam Metcalf, editor,**

The Business Desk

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“

Since our first contact a few years ago, it has been a pleasure to work with Natalie. She is extremely knowledgeable, personable, good-humoured and patient, helping provide information and introductions on a wide range of articles and often going the 'extra mile' to meet deadline and offer something more than just the basics. She is a great asset for any marketing or PR team and I would recommend you have the benefit of her expertise.

**Keith Osborne, editor,**

What House?

Natalie worked with William Davis Homes for 13 years where she was responsible for many PR activities including press releases, events and press enquiries. In all these (and many other tasks) she always produced work of a very high quality. One of Natalie's specific tasks was production of our in-house magazine which she was instrumental in re-designing and re-launching. This publication was a very important part of our communications strategy and Natalie understood and interpreted the brief extremely well. Natalie is thoroughly professional, trustworthy and always able to give sound advice; she would make a great addition to any journalistic or PR team

**Guy Higgins, managing director,**

William Davis Homes

“I have worked with Natalie for over eight years and can honestly say that she is one of the nicest people to work with. Natalie has hired me on numerous occasions to photograph PR projects for her clients. I'm always impressed with how she uses the images and how much coverage she gets. I see my images pop up all over the place which is testament to the fantastic PR work Natalie does. If you need to get your message out there then Natalie is the person to work with.”

**Gary Summers, owner,**

SMD photography

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# WORKING TOGETHER.

My work is entirely flexible around your business' needs and budget. I work as an extension of your existing communications or marketing team, providing support for a few hours a week, couple of days a month or on a project by project basis as and when you need an extra pair of hands! For longer term arrangements, a package of activities is agreed to ensure continuity.

My rates are competitive and include different variations for volume and type of activity, meaning they can be tailored to suit all budgets. For any additional work, quotes are provided upfront and invoices are issued monthly at the end of the month.

## Let's talk!



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