

Propellernet Increases Online Public Relations Offering by Recruiting Yahoo! Head of Consumer PR Europe to Lead New Team

Submitted by: Propellernet Ltd

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Brighton, United Kingdom, 28th July 2009. Leading online marketing agency (<http://www.propellernet.co.uk>), Propellernet (<http://www.propellernet.co.uk>) has announced a substantial growth within their online PR team with three new hires. The most recent being the arrival of Yahoo!'s ex-Head of Consumer Europe PR, Lucy Freeborn.

Lucy joins Propellernet with more than twelve years of big brand PR experience. She arrives from an in-house role at Yahoo! where she headed up European consumer communications. Previous to that Lucy led the development and launch of a youth consumer PR agency 'Six', a sister agency to Lexis. In its first year Lucy was responsible for winning its 6 first clients including Wrigley's, Fanta, Coke & iTunes and was also responsible for doubling and smashing through its first year fee targets. At Propellernet, Lucy will take the role of Creative Director and halve her time between driving new business and leading the growing online PR team.

Propellernet's PR offering sits within its overall online marketing strategy and was created through the demand of quality link building within the search engine optimisation team. It has now been in full operation and serving clients including TUI, Mark Warner Holiday's, Furniture Village and The Causeway Retreat for approximately 12 months.

The online PR team has seen a further two new members join from traditional PR agencies in the last six months to help boost coverage and creative link development results for clients. Stella Bayles joined the team in January this year, with her she brings London agency experience from Hill & Knowlton and Splendid Communications and has worked on brands including Smirnoff, Blyk Mobile and Kellogg's. Last month also saw the hire of Natalie Flynn who will be managing the online PR for Propellernet's travel portfolio. Natalie brings extensive travel experience from working within the in-house press office team at Panorama.

Jack Hubbard, Managing Director of Propellernet said "We are delighted with the latest additions to our growing creative PR team. We identified some time ago that traditional SEO link building tactics were never going to achieve the dream results we wanted for our clients. So we built the team that was needed to come up with creative ideas and have the skill set to sell these in and negotiate with large media sites. The results we've achieved already for our clients have been outstanding and we've seen a direct impact from the online coverage achieved on natural search engine rankings and more importantly increased revenue. Having Lucy onboard is only going to enhance this and take our clients online strategy to the next level".

Propellernet has also just re-launched its website (<http://www.propellernet.co.uk>) which includes further detail on strategy and the services they have on offer. It also includes client success stories and a 'Meet the Advocates' section. The website re-launch was led by another new member to the Propellernet team, Chris Clapham, who has joined as Marketing Manager. Chris joins from SCL Analytics and will be leading the company's marketing communications as well as supporting the new business drive.

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Notes to editors:

Contacts:

For press enquiries please contact the PR team using the details below:

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About Propellernet:

Propellernet is one of the leading online marketing agencies in the UK according to New Media Age's 2009 Marketing Services Guide. Founded in 2003, they have developed into a new breed of agency, pioneering an entirely unique and powerful performance based approach to engaging customers online and unlocking a brand's revenue potential.

Bringing together analytical thinking with refreshing creativity, their diverse team deliver unique online marketing campaigns with outstanding results for clients that include Amnesty International, Furniture Village, Sovereign Holidays, TUI and Thetrainline.com. For more on Propellernet, visit <http://www.propellernet.co.uk> or follow on Twitter at <http://twitter.com/Propellernet>