

Jackie Cook launches CQ Marketing Services

Submitted by: CQ Marketing Services

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Jackie Cook who founded CQ Marketing Services in 2008 to meet requests she was getting from business contacts and former colleagues has just gone full-time as a marketing consultant. Jackie has secured several contracts with South Yorkshire businesses within the first two months.

Jackie said "The businesses vary from start ups to a multi million pound international group looking at a range of marketing issues from raising profile for a new product and business, writing business awards entries and rebranding a long established business that also needs material more focussed on its core markets."

Jackie has been Group Manager (known within the group as Head Lioness!) of both the highly successful Lyons Den and Lyons Den Next Generation networking groups since their inception by her former MD at DavyMarkham, Kevin Parkin and Creative Sheffield's Alan Lyons.

She said "I've worked with Kevin and Alan on a lot of the background work, everything from helping administrate the ever growing LinkedIn groups, taking monies on the night to designing, setting up and updating the Lyons Den website. My involvement was driven by wanting to help make both Lyons Den groups successful, having attended and run many events in the last 12 years I liked the informal social concept which is based on the principles of relationship marketing, people do business with people. The relaxed nature of the events means people can get to know one another which leads to stronger business relationships and aids that wider sense of a business community."

Alan Lyons, Co-founder of Lyons Den said "...through her own company CQ Marketing Services she has built and developed the website for the Lyons Den. Jackie just doesn't meet expectations and deadlines, she exceeds them! Her attention to detail and professionalism is brilliant."

Jackie is currently working with fellow Sheffield businesswoman, Claire Taylor of Claire Taylor Therapy to organise the Sheffield Tweet up on Thursday 16th August 2012 at Maggie May's Bar on Trippett Lane as part of the Master Cutler's Challenge in aid of Cavendish Cancer Care. So far the pair have secured a free drink from the venue for all attending, live music on the night from Sheffield band Riffler, and numerous raffle and auction prizes from local businesses along with their homemade 'drunken' cakes. <http://www.cqmarketingservices.co.uk/charity-work/>

Jackie whose Mum, Marcia, was diagnosed 20 years ago with Primary Progressive Multiple Sclerosis (PPMS) is also continuing to fundraise for the Rotherham and Sheffield Multiple Sclerosis Society and Multiple Sclerosis Therapy Centre (South Yorkshire) Ltd, both based at Catcliffe, Rotherham. Having raised £375 earlier in the year for the MS Trust. She is planning a fundraising event later in the year but is also offering to bake and deliver cakes to individuals or business in the Sheffield area with donations being made through her justgiving site. <https://www.justgiving.com/teams/MSCakeBakeSY>

Her entrepreneurial and charitable streak runs in the family as her Mum, Marcia, despite having PPMS has also managed to make and sell over 300 MS Awareness Ribbons so far this year, and now also selling handmade greetings cards to raise funds for the two Rotherham based MS charities.

<http://qualitygreetingscards.webs.com/>

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