

## Sindy Foster

Sindy is Operations Director and Online Marketing Specialist. In her role as Online Marketing Specialist, she is responsible for developing our Online Marketing plans, implementing the strategies and monitoring the overall success for our clients' campaigns.

Sindy is particularly skilled at website evaluations (including competitor analysis), keyword analysis, and defining SEO requirements and recommending website enhancements that increase rank of natural search result listings. She is adept at analysing and translating quantitative and qualitative data from web analytics tools into an actionable online marketing plan.

She has over 6 years experience with SEO projects which have included developing, implementing and maintaining search and social media strategies. She also has vast experience with SEO reporting, Google Adwords, and Google Analytics.

With extensive knowledge of search engine mechanics and industry trends, teamed with her proficiency with English and copywriting, strong organisational skills, attention to detail, critical thinking and strong communication skills, Sindy provides a consultative service for our clients to enable them to meet their objectives of obtaining top positions on search engines and increasing online visibility, in order to meet business objectives.

As Operations Director, Sindy oversees agency administration, personnel and finance to ensure smooth and effective operations of the Shere Marketing Group.

She has been involved with Shere Marketing since 2003, was promoted to Partner in 2006, and became Operations Director in 2008.

"I love the variety of my role at Shere Marketing. I am obsessed with online marketing and even spend my free time dabbling! It appeals to both my analytic and creative interests and I never tire of the detail involved."

Education: University of Sussex, BA (Hons) Economics

Professional:

- Operations Director at Shere Marketing Ltd.
- Institute of Direct Marketing: Certificate in B2B Marketing course

About me - outside work:

- My favourite movie: Breakfast at Tiffany's - I love the glamour of the 1950s and early 1960s, the dresses, the shoes, the sheer glamour of the times.
- Someone I admire: Margaret Thatcher - regardless of whether you agree with her policies or not, she led the way in breaking the glass ceiling and proving how far women can reach in the modern world.
- Interests: I've just taken up playing tennis (which I love), and enjoy a family life with my husband and four children. I am involved with fundraising for a local cancer charity The Mary How Trust. Addicted to Twitter & Facebook!



### Highlights:

As an alumni member of The Windsor Fellowship: Speech at St James' Palace in front of 200 heads of Blue Chip companies and HRH Prince Charles (who I sat next to on the top table!)

Beating 80 candidates to a top job in a leading barrister's chambers in London.