

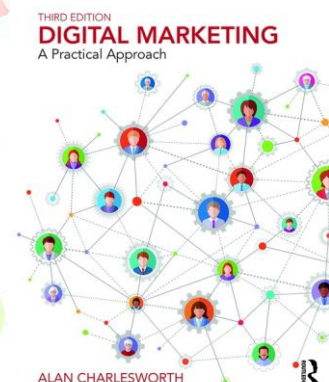
Lindsey Naegle Consulting

After returning to university to study marketing after five years as a secretary, Lindsey Naegle then spent over 15 years in a variety of senior marketing posts with several blue-chip companies. Whilst with the last of these she was introduced to digital marketing in its early days of commercialization – and when that job ended in redundancy she set up on her own as a digital consultant.

A Practical Approach

In the last 12 years she has built her reputation in the 'online' industry, advising a number of global brands on aspects of their digital strategies. Her 'steady' income, however, comes from working with local small to medium businesses (SMB) which is better suited to her 'hands-on' style.

Ms Naegle concentrates on a 'full-service' offering (this fits with the work for SMBs) rather than specializing on a distinct aspect of digital marketing. However, over the last couple of years social media marketing has taken up more and more of her time – reflecting its rise in popularity as organizations recognise the role it can play in their marketing efforts.



ALAN CHARLESWORTH

ROUTLEDGE