



Katrina Lees

CONSULTANT, TRAINER

ABOUT KAT

With humble beginnings as a student doing work experience and then an internship for The Creative Collective during its first year in operation (2007), Kat Lees was quickly snapped up as a contractor working. In 2009, Katrina became the first franchisee of The Creative Collective, establishing the Newcastle office.

In 2014, became a partner in The Creative Collective and took on 50% of the shares at age 30.

Drawing on a Bachelor of Arts, majoring in design and communication from the University of the Sunshine Coast, strengths lie in branding, graphic design and web development but an all rounder in all aspects of marketing given extensive and varied background.

Advises on the marketing strategy for businesses across a broad range of industries and sectors including retail, fashion, manufacturing, printing, property, business coaching/consulting, accounting and financial services.

KEY CREDENTIALS



**Bachelors degree in
Design & Commuincation**

SPEAKING TOPICS

- Social Media Strategy
- Digital Marketing Strategy
- Marketing Strategy
- Content Management
- Meta (Facebook & Instagram) - Content & Ads
- LinkedIn - Content & Ads
- Tech & Entrepreneurship
- Branding & Graphic Design
- Website Design & Development
- SEO
- Automations

WHAT PEOPLE SAY

My training session with Kat allowed me to overcome my reluctance towards social media for my business and to see it as an amazing opportunity instead!