

## Paula Morris

### Head of Marketing



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#### Education

Cardiff University

Paula has cross sector marketing experience through several high-profile roles. She is passionate about brands, communication, creativity and writing, with an English Literature degree from Cardiff University, post-graduate CIM marketing and management qualifications.

As Head of Marketing, Paula is responsible for the strategy and implementation of all marketing activity and increasing the profile of Darwin Gray; using her skills, experience and extensive network, she helps the firm to build relationships with existing and potential clients. She is also a director of Cardiff Business Club.

Paula was previously Director of Marketing and Communications at Capital Law, prior to which she headed up the marketing at Sigma 3 Kitchens.

Having set up her own business in 2013, offering branding and marketing services, Paula became an official part of the Darwin

Gray team after working with them as a consultant.

Just before setting up her own agency, Paula was Head of Marketing and Communications at Cardiff Airport during a very exciting time of change there. She led the Airport's communications strategy for the NATO Wales Summit, oversaw the filming of a fly on the wall documentary and worked with new airlines launching routes from Cardiff during the Airport's rejuvenation.

#### Memberships

- Institute of Directors
- Chartered Institute of Marketing (CIM)

#### Personal Interests

A dedicated gig and festival goer, Paula is passionate about music. She is also a dog lover, with shares in her family's cocker spaniel, and has had many a foreign adventure from The Great Wall of China to America's Deep South.

She plans to continue her discoveries in music and travel along with her new partner in adventure, her young son.