

Jasmin Clark

Marketing & Communications Manager.

Jasmin supports the Director of Marketing & Communications.

Email: jasmin.clark@psgovernance.com

Tel: 0118 207 2903 • Office: Reading

Background & experience.

Jasmin is most often found playing with Adobe InDesign, Photoshop and Illustrator. She creates graphic designs for a range of communications, including pension newsletters, member updates and service flyers. She also uses her skills to set appealing briefing notes, case studies and white papers.

Jasmin looks after our website and online presence. She keeps our website and social media pages up to date with new opinions and is responsible for website maintenance. She creates regular LinkedIn and Twitter posts and direct mailing campaigns to interact with our audience and drive more traffic to our website.

Jasmin produces management information reports about our online presence and marketing activity and a business development pipeline showcasing wins and potential opportunities. She also helps prepare proposals and presentations.

Jasmin achieved a bronze Duke of Edinburgh's Award and has jumped out of a plane from 10,000 ft, freefalling at 125mph!

Qualifications: Adobe InDesign, Illustrator & Animate introduction & advanced



Specialisms.

communications • Adobe Creative Cloud

website html • digital marketing

events • analytics

Example projects.

Social video Creating a social video communication on trustee board effectiveness to increase audience engagement.

.....

Online effectiveness Creating new designs for the website home, opinions and team profile pages to make them more visually appealing and user friendly.

.....

"Jas, can you jazz this up?" Formatting tenders, proposals and presentations (and any other communications).

.....

Event organisation Arranging two pub quiz nights, raising over £12,600, in aid of Daisy's Dream and a drinks party to celebrate the PSIT and HR Trustees merger.

.....