

RizkMcCay strengthens its team with the appointment of **Helen Andrews** as **Account Director** and equity partner

RizkMcCay is delighted to announce the appointment of Helen Andrews as Account Director and equity partner. Helen's appointment is another positive step in the development of RizkMcCay as a rapidly evolving creative force in the Midlands.

By adding Helen's marketing acumen to the senior team, RizkMcCay clients can look forward to the additional value of aggressive commercial capability to support the creative flair for which the team is already renowned.

Helen brings vast experience and expertise to her new role, having enjoyed a rich and diverse career in marketing. A member of the Chartered Institute of Marketing, Helen has spent 3 years

as a Commercial Manager with Marks & Spencer, 2 years as Marketing Manager at Machine Mart and 13 years on the agency side.

"Having been a Marketing Manager, I understand what it takes to exceed clients' expectations. Providing exceptional service is about being proactive on behalf of your client and knowing what information they need to make a decision before they have considered it themselves. Add that to the excellent design work from the creative team here, and I believe we have a real competitive advantage," comments Helen.

RizkMcCay Creative Director, John McCay confirms: "Helen's new role means the quality of our account management and creative team are neatly dovetailed, and further enhances the RizkMcCay experience."



John McCay Date: 06.04.09 Tel: 0845 130 8460 Email: john@rizkmccay.com

Should you wish further information on this news item or would like to discuss how RizkMcCay could help your business, it would be great to talk.

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