Saltwater Stone

CLIENT NEWSROOM

Karen Bartlett, account director

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Leading maritime marketing specialist appoints new PR account director

Promotion for Saltwater Stone account manager, well-known throughout the industry

Specialist maritime PR agency Saltwater Stone is rounding off a busy year with the promotion of a long-serving employee to the position of account director. After 23 years working in the marine industry, Karen has in-depth knowledge across all sectors from leisure yachting to commercial shipping, backed up by wide-ranging contacts.

Saltwater Stone MD Georgina Bartlett said: “I’m delighted to announce this appointment. Karen has been a key member of the Saltwater team for many years and is a great asset to our business and her clients. I’m particularly proud of how she has maintained a healthy work-life balance and finds time for both career and family.

“Despite the many challenges being faced this year, 2020 has been a busy period for us and we have experienced an uptake in services being requested by our clients. This new appointment strengthens the management capabilities of the business at an important time.”

Karen first joined the firm as an account executive in 1998 before swiftly being promoted to account manager. After some time out raising her family, while working in a freelance PR capacity as well as for a large local marina, Karen returned to Saltwater Stone in 2015. With almost three decades of marketing experience, she is well-known and respected throughout the yachting and commercial marine industry.

In recent years, Karen has been responsible for a wide range of superyacht, leisure and commercial clients, and her expertise covers all aspects of PR and marketing. She has arranged numerous product launches and press events and directed a long list of successful campaigns. Karen will now be taking on a more strategic role, overseeing client PR accounts and managing day-to-day support provided by the wider Saltwater team.

The promotion comes at a time when Saltwater Stone has closed a number of important signings and is also seeing growth in its workload from existing clients. As a full-service PR agency, it offers comprehensive marketing support including design work, media buying and campaign reporting.

Commenting on her promotion, Karen said: “It’s more than 20 years since I first joined Saltwater Stone and much has evolved in the industry, particularly in the way that we work. Maintaining strong relationships and understanding what our clients want, however, remains at the heart of what we do.

“These are the most challenging of times and clients are having to adapt how they promote their products and services. I look forward to working alongside them in a more strategic role to help make this a success.”

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For further information, please contact:

Georgina Bartlett

Saltwater Stone

T: +44 (0) 1202 669 244

E: g.bartlett@saltwater-stone.com

www.saltwater-stone.com

About Saltwater Stone

Saltwater Stone is a specialist marine marketing and communications agency offering PR, social media, advertising and design services. With expertise covering all forms of seafaring, from leisure sailing and yacht racing to superyachts and commercial shipping, as well as long-term experience working with satellite communications providers, the Saltwater team builds lasting marketing partnerships that help brands thrive and grow.