



Epic

# Heather Wilkinson

## Senior Marketing Executive



### Describe a typical day

My main function is to manage Epic's external communications, but I also work closely with clients too, helping them to market, implement and evaluate their e-learning solutions and providing advice on award entries, press contributions and events.

### Life before Epic

Prior to Epic, I've held marketing roles in the public and private sector. I've also provided freelance marketing consultancy services and helped with numerous company launches and rebranding projects.

### Best thing about your job

I enjoy the variety of my role. I also really like working in the centre of Brighton – being able to walk along the seafront at lunchtime is bliss!

### Hidden secret/claim to fame

I have a degree in photography and I've had three exhibitions of my work to date. I've also sold prints to buyers in the UK and overseas and photographed Vanessa Redgrave.

### What helps you do your job

I'm a bit of a technology addict, and I tend to rely heavily on my iPhone for planning my time and keeping track of projects.

### Biggest achievement in career to date

Hitting the headlines – prior to joining Epic I helped develop and market the Liberal Democrats' 2010 general election rich-media campaign. This included their first ever general election iPhone App. Seeing our product demonstrated on the BBC news was really exciting! The app also retained the number 3 spot in the News category on App Store for most of the run-up to the election.