



Clare Froggatt

Contact Information:

Clare Froggatt

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Address: 1A Worrall Road, Sheffield, S35 3LL

Professional Summary:

Dynamic and creative graphic designer, strategic marketing consultant, and branding expert with extensive experience in developing compelling visual identities and marketing strategies. Proven track record in building and leading successful teams and businesses, and I may have a slight passion for golf!!!

Roles & Experience:

Director of Marketing & Communications, (part-time)

Wortley Golf Club

Responsibilities

I bring my business experience and marketing expertise to the board of Wortley Golf Club, a role I am delighted and proud to undertake.

Achievements:

- Created, launched and implemented a ladies recruitment initiative, which included the launch promotion and follow-up campaign, created a welcoming (onboarding events) mentoring programme and weekly coaching sessions. Result: 50% increase in lady members
- Improved Club communications by introducing a monthly newsletter. Result: A significant increase in members feeling informed and involved in the club
- Developed corporate memberships and sponsorship packages
- Created and marketed fundraising competitions and events
- Developed an ongoing recruitment and engagement programme for 2025

Owner & Chief Brew Maker

Make A Brew, current

Responsibilities:

- Overseeing business operations and creative direction
- Developing branding strategies and marketing campaigns
- Leading a team of designers and marketers to deliver high-quality projects
- Managing client relationships and ensuring customer satisfaction



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International Market Development Manager (Previous Role)

Iceotope

Responsibilities:

- Identifying new market opportunities and driving business growth with European partners
- Collaborating with cross-functional international teams to develop and implement market strategies
- Conducting market research and analysis to inform business decisions

Project Manager (Previous Role)

Prototype Creative

Responsible for supervising and managing on and offline projects, including the provision of project plan, timescales, and resources.

- Developing strong client relations with existing and new customers
- Attending client meetings for briefing and interim project delivery
- Implementing processes, switching up and integrating management software
- Running project meetings with the team

Education & Certification:

Axelos: Prince 2 Foundation, Project management - 2018

Institute of Leadership & Management, ILM Level 5 Leadership & Management - 2009

Sheffield College, HND, design Communications - 1996 - 1998

Skills:

- Designing and developing high level marketing strategies and campaigns
- Never being short of new ideas
- Helping others to develop their own ideas and solutions
- Coaching skills
- Graphic Design
- Branding
- Business Development
- Project Management
- Client Relations
- Leadership and Management



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Projects:

- On Par - Your Golf Journal: Designed and published a comprehensive golf journal to help golfers track their progress and reach their goals.
- Branding 3x3 - How to build a brand in simple & relatable steps. My book is written to demystify the world of branding for small businesses with a goal to reach people worldwide.

Volunteer Experience:

Wortley Golf Club - Director of Marketing & Communications,
Champion of Women's Golf development.

British Cycling Level 1, Ride Leader 1015-2019

Additional Information:

- I'm passionate about golf and currently playing with a handicap of >22, with the goal to break 90 and become more consistent
- I've written and created a golf journal to assist other golfers in tracking their progress
- I've written and published a branding guide book to assist small business owners and help them to understand the basics of branding & marketing
- I advocate for women in golf, helping to develop the game and encouraging ladies who play golf
- I'm a creative problem solver - I love challenges and am never stuck for ideas

Values:

The core values that make me tick are:

- | | |
|------------------|-----------------|
| - Creativity | - Determination |
| - Intelligence | - Loyalty |
| - Curiosity | - Influence |
| - Accountability | - Passion |
| - Authenticity | - Contribution |



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I once asked a few friends what would be on my headstone - the resounding outcome was:

'How can I help?'

Fun facts:

- I've had lunch with Janet Street-Porter
- I made 2 holes-in-one in golf
- I met my golfing hero Seve Ballesteros
- I raised £250.00 for Alzheimer Research UK - walking 84 miles in February 2024.

References:

Claire Taylor Foster
Raspberry Flamingo Content & Copywriting
Tel: 07595 756450
Email: claire@rasperryflamingo.com

Peter Hopton
Ampere (Ventures, Events & Coffee)
Tel: 07437 012186
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