

EMERGING TALENT (CLIENT SIDE)



Name: Georgia Cantrill, PR & Communications Executive

Organisation: Altecnic Ltd

KEY ACHIEVEMENTS

Metric

Achieved

Monthly Media Coverage

+271%

Tik Tok Followers

3.1K+(from 0)

Tik Tok Views

1 Million+

YouTube Views

338,000+

- Built strong relationships for consistent earned media
- Delivered integrated campaigns
- Produced range of content to grow thought leadership

EVENTS & ACTIVATIONS

- Mercedes-Benz World flagship activation – concept to delivery, blending CPD, experiential storytelling & PR
- Installer Live – managed full stands, captured data from 700+ target attendees
- Delivered co-branded experiences & sponsorship activations with partners

PROFESSIONAL GROWTH

Level 4 PR & Comms – Distinction (benchmark for apprentices)
Business Management with Marketing degree in progress (Firsts & 2:1s)
HubSpot Social Media Marketing (2024)
Carbon Literacy Certified (2025)
Bathroom Association 30 Under 30 Award (2025)



Testimonials:

"An asset to the team... constantly striving to learn and improve." – Customer Marketing Manager

"Professionalism, creativity, and collaborative spirit." – Director of Client Success

"She often goes above and beyond." – Industry Partner