



# INTERNATIONAL TRADE MATTERS LTD

Shelly Pritchard

BSc (Hons)

International Market Platforms & Intellectual Property



A Law & Business graduate specialising in International Trade Law, Intellectual Property Law & International Digital Marketing.

Shelly Pritchard is a professional, assertive and high-performing Law, Digital Marketing, Sales and PR professional with over 15 years of UK and International experience and expertise within fiercely competitive Legal, Retail, Banking, Telecommunications and Public-Sector markets as Asian/Russian Liaison Director, Regional Manager, Operations Manager, International Digital Marketing & Customer Service Specialist.

She provides vision and inspiration by leading from the front to deliver outstanding levels of service and support by building the customer experience. Great pride is gained by seeing companies and organisations successfully grow and manage change through the medium of Operations Management, International Digital Marketing and PR, along with economic success, Business Development and change implementation techniques.

Shelly also instructs International Businesses on Digital Marketing and strategy which aims to position the business for success and growth using a 360-degree strategy which includes the eight essentials: – Social Media; SEO; Pay Per Click; Customer Communications; Outbound Email Campaigns; Inbound Lead Nurturing; Content; Website.