

IAN DOMMETT, MARKETING & COMMUNICATIONS CONSULTANCY

I'm a creative communicator, skilled in bridging the gap between organisations and audiences. I specialise in turning apathy into engagement, and indifference into interaction and involvement, which is why I've been called a 'Marketing Guru'*. Motivated and results-focused, I bring a wealth of knowledge and experience to each assignment, and I can demonstrate proven success in planning, creating and implementing social, political, community and business campaigns.

My areas of expertise in marketing and communications include:

- Campaign Framing and Development
- Audience Engagement and Interaction
- Innovation and Creativity
- Campaign Implementation and Evaluation
- Online and Offline Marketing
- Public Relations
- Project Co-ordination
- Budget Management

Engaging and collaborative, I am trusted by senior politicians, military leaders, community organisations and C-suite executives to guide special projects involving every aspect of internal and external communications.

*In his unauthorised biography of SNP leader, Alex Salmond, the respected political commentator David Torrance described me as a 'Marketing Guru' for my work with the SNP from 2005 to 2012.



STRATEGIC DIRECTION

In each project, I have been delighted with the outcomes and acknowledge Ian Dommett as a key contributor. Diligent, honest, discriminating and tactful he has a refined ability to empathise with the client to guide sometimes loosely defined into a concrete vision and associated workplans. He is always a pleasure to work with and I have relied on his wisdom and expertise to drive forward a number of important projects.

Brigadier David Allfrey, CEO and Producer, Royal Edinburgh Military Tattoo

