

# A day in the life of... Katrina Hindley, Head of Marketing

Team

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## TAB's quick fire questions

### **How long have you worked at TAB?**

I have worked at TAB for almost three years now! Before TAB, I held marketing roles at an alternative property finance company and I started my career in the communications team at the UK's largest architecture practice, Foster + Partners. I graduated from Newcastle University with a BSc in marketing.

### **What does your role at TAB involve?**

The marketing team is small but efficient which means that every day is different at TAB. One moment I might be managing a tech development for our website or online investment platform, the next I might be sending emails to our customers, organising a Supper Club or analysing a recent marketing activity.

Overall, my role focuses on providing our customers with the best-in-class experience with TAB, raising brand awareness and ultimately supporting other areas of the business to grow our loan book and investors. A large amount of time could be spent creating marketing campaigns, but what many people don't realise is the analysis and testing that goes on behind the scenes. Our goal is to educate customers new and old on our products and services. This ongoing testing and analysis is key in helping us achieve this as well as providing us with the insights we need to continue developing the products and services to best serve our customers.

**What's the best thing about working at TAB?**

The best thing about working at TAB is the exposure to different projects and people. I work closely with Duncan and the board and I get challenged to come up with new ideas for projects and I'm always learning. Whether it's understanding the nuances of products to then be able to explain in layman's terms to our customers or being told we have a new company that is launching in a month that needs a brand, website and marketing strategy. We have a great team ethos and everyone gets stuck in and contributes so it's definitely a great place to work, ideas are respected and feedback is always delivered so I know exactly where I stand. I've recently grown my team from one to three in a short space of time so adapting to managing the team is also a fun challenge. It's great to have other marketing professionals onboard who I can bounce ideas off and also both bring a new perspective.

**What is your favourite band or artist?**

Spotify AI DJ

**If you could have one superpower, what would it be?**

Never having to sleep

**What is your favourite restaurant?**

Le Relais de Venise l'Entrecôte, Kiln and Pizza Express

**What is your favourite holiday destination?**

Somewhere cold with lots of snow and skiing

**What is your daily coffee intake?**

Recently became one of those decaf only types... so two a day maybe.

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