

Professional Services Staff Member Election 2024

Marie Storrar

I would like to be considered for the post of Professional Services Staff Member on the University Court.

I joined the University of Edinburgh in 2018 following a 25 year career in the private sector as digital business founder and owner. During that time I was fortunate enough to work at board level with some of the largest international organisations across a range of verticals including automotive, public sector, FMCG, pharmaceutical, alcohol, banking and finance, government, food industry, fashion and agriculture.

So, instead of selling things to people that they don't need and can't afford, I've taken the leap instead to 'selling' education. Could there be a better vocation?

I have a single-minded objective - I want to use the knowledge and experience I've gained to support initiatives, projects, communications and marketing to ensure that anyone engaging with the University of Edinburgh is left with a clear message: THIS is extraordinary. THIS is the place I want to be.

In the short time I've been here, I've been involved in / driven activities that have had a University-wide impact including:

- With colleagues, worked to develop and grow skills / knowledge share as part of University-wide (informal yet impactful) Design Community. Via the community I've delivered a range of skills-development presentations including:
 - Use of stock photography and media usage / copyright
 - Using personas to perfect messaging
 - Making the most of Social Media
 - Canva tips and tricks
- Mentoring colleagues with design responsibilities to support and develop skills
- Delivery (in collaboration with colleagues on Design Community) of full set of branded templates in Canva for use across all Colleges and Schools to support the implementation of the new 'Extraordinary' student recruitment campaign.
- 360° gallery tour of the EFI building whilst under construction
 - Proposed idea to project manager to support:
 - Managing continual stream of requests for tours
 - Engagement with potential investors
 - Delivered full suite of 360° visuals using personal kit – in liaison with Balfour Beatty (included supply of lemon drizzle cake)

I am comfortable in board / directorial positions and have held the following posts:

- Director, Founding Partner, Dowcarter (at one point Scotland's largest digital development business employing 80 people across 3 offices in Edinburgh and London)
- Director, Managing Partner, Spring Corporation (digital design and technology business working with hundreds of UK and International businesses)
- Director, Zende (Scots/Iranian Theatre Company)
- Director, Creative Edinburgh

I also hold a range of advisory roles with small, local businesses to support in any way I can with knowledge-share and guidance.

For these reasons, I believe I would make a good Professional Services Staff Member.