



Louise Gardiner promoted to Social Media Manager

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Saltwater Stone Makes Key Appointment

Louise Gardiner promoted to Social Media Manager.

Leading specialist marine agency, Saltwater Stone today announces a key promotion with the appointment of Louise Gardiner as Social Media Manager.

Louise joined Saltwater Stone in mid-2021 as Social Media Executive to manage Saltwater Stone's clients' online presence. Her role is implementing their social media strategy and helping them achieve their social media objectives across a range of platforms through organic and paid-for activity.

Saltwater Stone MD Georgina Bartlett says: 'I am delighted to announce this well-deserved promotion. Louise has been a huge asset to the team, business and our clients. She intrinsically understands the social media landscape and has a great knowledge of the various marine sectors within which our clients operate.'

'As demand for outsourced social media activity grows, it is important that we build our executive team to support client requirements across all platforms. Louise will be looking to expand her team as she manages clients' paid-for and organic social media campaigns.'

Louise added, 'I joined Saltwater during the pandemic at a time when social media activity for many clients took on increased importance as a communication channel with their audience. I'm delighted that during my 18 months here at Saltwater, our clients have recognised the value of outsourcing their campaigns. There have been plenty of changes in this short time and my role constantly evolves. I've seen the rise of Tik Tok as a platform, and Facebook advertising is now a more serious consideration.'

Ends

For further information, please contact:

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About Saltwater Stone

Saltwater Stone is a specialist marine marketing and communications agency offering PR, social media, advertising and design services. With expertise covering all forms of seafaring, from leisure sailing and yacht racing to superyachts and commercial shipping, as well as long-term experience working with satellite communications providers, the Saltwater team builds lasting marketing partnerships that help brands thrive and grow.

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