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Award-winning graduates land dream jobs

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Laura King (left) and Kathryn Wright (right) with ther Wyatt International Awards and Mark Fones, Client Strategy and Creative Director of Wyatt International

Birmingham's longest established independent PR and marketing communications consultancy has recruited the two most recent winners of a prestigious marketing award it sponsors at the Birmingham Business School.

Established in 1964, Wyatt International has a longstanding partnership with the University and a proud reputation as one of the UK's top marketing specialists. The company has sponsored the Wyatt International award for the past five years, recognising outstanding achievements in the University's MSc Marketing Communications programme.

This year's winner Kathryn Wright, joins the company as an Account Executive in its marketing department, while Laura King, who won the 2011 award, was hired as an Account Manager in July last year. As well as supporting the retention of the very best marketing talent in the West Midlands region, the move further strengthens the ongoing partnership between Wyatt International and the University which also has access to Wyatt's live project experience, industry support and local expertise, providing valuable input into the development of the MSc programme.

Mark Fones, Client Strategy and Creative Director of Wyatt International, explained: 'The calibre of graduates from the University of Birmingham is very encouraging, particularly to an agency like ourselves which is always on the look-out for new talent. Furthermore, we want Birmingham to retain the exceptionally bright and gifted individuals who are graduating from one of the UK's leading universities, enhancing the city's reputation as a centre for excellence. For this reason, we are delighted to welcome Kathryn and Laura to the agency, and I have no doubt they are set for very promising careers with us.'

Both Kathryn and Laura graduated top in their respective years, achieving the highest overall marks on their course. Kathryn commented: 'It is a great honour to receive the Wyatt International Award. I worked hard throughout my studies and it just goes to show that effort and determination really does pay off. Having my work recognised by a leading marketing and communications agency such as Wyatt International is a huge thrill, and since beginning at the agency I've had the opportunity to help implement marketing activity for clients as diverse as Norgren, AKW, MNA Media and 3M.'

Laura added: 'Wyatt International is an agency that is keen to promote the best local talent, so it is great to know the company recognises the achievements of students taking the MSc Marketing Communications course at Birmingham Business School. During my time at the agency so far, I have learned not only does Wyatt International reward excellence but generates it through its work culture too, embracing creativity and originality across all marketing strategies and campaigns.'

Dr Sheena Leek, Programme Director for the MSc Marketing Suite added: 'We are grateful to Wyatt International for sponsoring the prize for the past five years, recognising outstanding results and exceptional potential in students undertaking the MSc Marketing Communications programme. Kathryn and Laura have a real passion and enthusiasm for marketing, which will doubtless serve them well in years to come. We wish them both all the very best in their future at Wyatt International.'

For further information on Wyatt International, visit **www.wyattinternational.com (http://www.wyattinternational.com/)** or call 0121 454 8181.

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