

## Marketing department benefits from latest appointment

3 years ago



[DMA Group](#) has continued its recent period of growth with the appointment of Beth Botterill as marketing manager.

She joins DMA Group from Bellrock and arrives with comprehensive experience in digital brand marketing, graphic design, and professional photography. Ms Botterill will work alongside Valerie Miller who joined in December as sales and marketing director.

Having spent six-years within the FM industry in a marketing capacity, Ms Botterill will support DMA's growth ambitions through focused and targeted activities. She will work closely with Tanya Ewart, DMA's proposals and communications manager, to help strengthen the content across this area.

She will also lead the company's digital marketing strategy where she will have responsibility for its website and SEO performance, content development, and proposal creation.

Ms Botterill said: "This is an exciting time to be joining DMA Group. The company is in the midst of a strong and rapid period of growth, and I am looking forward to using my own experience in the sector to fulfil DMA's ambitions of revolutionising the UK maintenance industry for good." DMA managing director Steve McGregor said: "We are delighted to welcome Beth to our ever-growing marketing department. She brings a wealth of knowledge and expertise from the sector and her vision and values are perfectly aligned to DMA Group's. Alongside working with Valerie Miller, who joined in December 2022, both will bring much added value across all departments of the business."