



AMELIA SPENCE

SENIOR ACCOUNT MANAGER

Amelia started the role as an Account Executive, supporting the Account Management team during another employee's maternity leave. She was then promoted to Account Management after a year of exceeding expectations and consistent high performance delivering impressive results, both internally and client-side. In January 2020 she was rewarded for her dedication and hard work by being promoted to Senior Account Manager.

Amelia made a great first impression during her initial interview with Fabrick. The brief was to present a brand and explain why interviewees chose that particular business, presented in a unique way. Amelia chose to use alcohol-free Sipsmith gin as her preferred project. She arrived with a huge cool box, filled with different tonics and home-made ice cubes, infused with different herbs (and peas!) Our initial thoughts as senior management was that if Amelia was going to this much effort and such fine attention to detail, we'd be pretty impressed with her work for clients. She hasn't yet proved us wrong...

Across a wide span of clients, Amelia shows consistent initiative and the ability to develop clients and their brands, therefore creating a long term pipeline for Fabrick and proving to be an asset for the company. She continues to provide a positive ROI for Fabrick by developing clients and securing further work whilst ensuring client budgets are spent wisely. Long may her success continue!

“As her colleague, I can honestly say that Amelia makes my job as MD a lot easier; by providing effective briefs, regular data and feedback from clients, and generally being a beam of sunshine on dreary days... her office mug sums her up quite concisely: “kind people are my kind of people.” Fabrick is a very lucky place to have Amelia as an employee and I'm not sure you'd find one member of staff who wouldn't agree!

David Ing,
Managing Director