

## Chantelle Bell, Director

### Role

Marketing specialist, commercial problem-solver and the king pin for keeping clients happy.

### Chantelle's background

After 15 years product and marketing management experience with The Boots Company, Chantelle has over the past 3 years completed projects for a number of UK brands involving all forms of through-the-line media and has set up and run her own floristry business.

As a director with Alternetworks since 2006, Chantelle now applies her wealth of client marketing experience and expertise to tackling client marketing issues. Chantelle is a professional affiliate member of the Chartered Institute of Marketing.

### Favourite bit of the job

"Looking at things from the customer's perspective."

### In her favourites...

"Anything creative or craft related such as [www.twopeasinabucket.com](http://www.twopeasinabucket.com). Oh and [www.ebay.co.uk](http://www.ebay.co.uk) of course."