

ABOUT RACHAEL MCGARVIE



Co-Founder, Director and Chief Marketer of Firestation – Business Growth Centre.

Previously owned a marketing consultancy which was amalgamated into Firestation.

Rachael's marketing acumen has been gleaned from more than 20 years' experience in strategic communication in New Zealand and Australia.

Has worked with large corporates, small businesses, local government and non-profits.

Including BNZ, BoP Regional Council, Cardmember Wines and as an Account Manager in various direct marketing companies working with clients such as Firestone and Lancôme.

Rachael understands business: the importance of meeting KPIs, knowing your target audience, ensuring marketing is effective while meeting budget and time constraints.

Has been at the 'coal face' of business creating innovative strategic marketing and communications that meets business objectives.

Rotorua X Charitable Trust Co-Founder and inaugural Trustee.

Rachael's love of hard work, positivity and intuitive understanding of stylish marketing is the driving force behind Firestation and Rotorua X's marketing and related services.

