Articulate Marketing appoints new Editor in Chief

Monday 31 January, 2022

Articulate Marketing today announces the appointment of Clare Dodd as Editor in Chief.

Articulate Marketing is a UK-based HubSpot Diamond Partner and marketing agency, specialising in the business-to-business technology sector. Articulate's writers, marketers and strategists work with household names like Microsoft, Dell Technologies and Hewlett Packard Enterprise as well as ambitious mid-market tech firms, including JazzHR and CloverDX.

A storied history

Clare returns to Articulate Marketing to take up this brand new role. She began with the company shortly after its inception, joining in 2012 as an intern copywriter.

> 'Clare was a big part of the foundational DNA of the agency. Some of our top-performing blog posts were written by her back in the day, and they continue to be popular and useful for our readers. She also contributed to some of our best and most impactful client work. Her return to Articulate completes a circle that started nearly a decade ago and I'm very happy to welcome her back.' — Matthew Stibbe, CEO, Articulate Marketing

In recent years, she has gone on to new pastures, from a stint as a Content Manager at Taylor and Francis to time as the International Digital Manager for Taylor Wessing, law firm.

In these roles, she climbed steep learning curves and took on challenging responsibilities. These included strategic initiatives for targeted, large-scale campaigns, co-ordinated with teams across the globe. She brings this expertise back into our business.

An auspicious return

Happily, Clare has now returned to the company to take on a new role: Editor in Chief.

The agency is moving forward with real momentum, energy and ambition, growing substantially in the last year and expanding the management team, including our recent CFO hire, Mirela Mart.

Clare says she is eagerly anticipating a return to producing 'epiphany-inducing copy' for our clients. She will be involved from strategy to high-quality implementation as part of the agency's core mission to 'inform, connect and inspire'.

In this new chapter with Articulate, Clare will focus on burnishing our reputation for well-written, well-researched and creative copywriting. Everyone at Articulate is thrilled to have her back on board.

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