New York, London… Norfolk, entrepreneur opens Downham Market office

Tuesday 26 June, 2018

Founder of DoodleDirect Kymberlee Jay, started her animation business at her dining room table from her home in Downham Market whilst on maternity leave, now, four years later with an office in New York City and London and having trebled the size of the business, she has opened a third office in Downham Market.

Bringing her quarter-of-a-million-pound animation company to the region was not a decision Kymberlee took lightly, but, in her volunteer role a Chair of Trustees at the Swan Centre, she has seen first-hand what bringing opportunities to the region can do both for the economy and the community.

Says Kymberlee, “I’ve lived in Downham Market for many years, I’m an active part of the business community and am a strong advocate for developing opportunities when you are in a position to do so. As the business grew, we felt a need to have a base in London, as our reputation has developed it’s become clear to me that it’s the quality of our work, not our proximity to the Central Line that keep our clients coming back again and again, hence we can afford to expand.”

DoodleDirect has a 65% client retention rate and makes animated video for businesses all over the world, from Holiday Inn in Los Angeles to major cultural institutions from Newcastle-upon-Tyne to Southampton.

As of 1 July, DoodleDirect will open its new offices on Lynn Road and Kymberlee is ensuring that regional businesses benefit from the off by engaging interior designers LOF to design the new office space.

The team at LOF will be going for a bold, creative yet welcoming feel that encapsulates the DoodleDirect brand, a Lucy Pluckrose from LOF said, “We are delighted to be working on the DoodleDirect offices, and it’s great to see businesses moving into the area. It was fantastic working with Kym who has such a strong sense of identity when it comes to DoodleDirect. I am looking forward to seeing the business go from strength to strength.”

As part of their move, DoodleDirect have also hired new staff from the town to staff the new office space and develop new business.

ENDS

Website: www.doodledirect.com

Facebook: www.facebook.com/DoodleDirect/

Twitter: www.twitter.com/DoodleDirect

PR and marketing for **DoodleDirect by CRYSTLSD**

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Editors Notes

DoodleDirect is a visual communications company supporting businesses to tell their story with animated video. Started in 2014 at a dining room table in Downham Market, DoodleDirect now operates across two continents working with brands across the world to reach new customers and motivate their employees

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and workforce with their specialist internal communications offer. www.doodledirect.com

Kymberlee Jay is an award-winning entrepreneur, business coach and philanthropist. Winner of the Black British Business Awards Rising Star accolade in 2017, Kymberlee offers brand consultancy for Nike and Holiday Inn across the world as well as running two successful businesses, DoodleDirect and DANCE+INDUSTRY, an e-learning platform and community which gives business advice to professional performers, an area which Kymberlee mastered during her 10 years as a professional hip hop dancer for the likes of Madonna. www.kymberleejay.com

CRYSTLSD is marketing agency working with clients in the creative industries to reach new audiences and develop brands, projects and campaigns. Clients and projects range from not-for-profits, creative industry start-ups, international artists and exhibitions, feature films, museums, heritage and performers in the UK and Europe. www.crystlsd.com

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