

## Wiseman heading media promotions

KAY WISEMAN has been promoted to manager in charge of local advertising and media planning at Duty Free Caribbean.

She is responsible for the creation and execution of all advertising and media buys for Cave Shepherd, Harrison's, Total Sport and Pages.

Wiseman, a graduate of marketing management, already has to her credit a number of Total Sport "Totally Tight" and Cave Shepherd "Your Style, Your Way" advertising, promotional and sponsorship activities, including the development of catalogues for both Cave Shepherd and Harrison's.

She built up her marketing experience at Cave Shepherd as a marketing representative responsible for coordinating the company's promotions.

From there she moved on to parent company, Duty Free Caribbean, as marketing assistant responsible for coordinating the promotions of Cave Shepherd, Harrison's, Pages and Total Sport.



**KAY WISEMAN**