

A black and white portrait of Zia Reddy, a woman with shoulder-length wavy hair, smiling slightly. She is wearing a dark, textured top. The background of the entire image is a dark grey with a subtle geometric pattern of thin white lines.

Zia

Clear

Grounded

Empowering

ZIA REDDY

Marketing Consultant | Speaker | Founder

Marketing strategist and MBA-trained consultant who helps busy teams simplify their marketing, sharpen their focus, and finally see results, without the overwhelm.

ENQUIRIES:
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SPEAKER BIO



Zia Reddy helps busy business owners and lean marketing teams cut through the noise and finally see results. With bachelor's degrees in Marketing and Business, and an MBA from Oxford Brookes, she blends strategic thinking with a refreshingly honest, no-jargon approach.

Her talks aren't theory-heavy slideshows; they're grounded, practical, and full of insights people can actually use.

Whether she's speaking to founders, creatives, or in-house teams, Zia makes marketing feel less like guesswork and more like a conversation you wish you'd had sooner.

SIGNATURE TOPICS

- ✓ **Marketing Shouldn't Feel Like Guesswork**
How to simplify your strategy, ditch the fluff, and focus on what actually works.
- ✓ **You Don't Need a Bigger Budget, You Need a Better Plan**
What small teams can learn from high-performing marketing departments.
- ✓ **From Metrics to Meaning**
How to use your analytics to make smarter decisions (without becoming a data nerd).
- ✓ **Build, Optimise, Scale**
A 3-stage model that helps teams figure out what kind of marketing they need now and what can wait.
- ✓ **Stop Wasting Money on Ads That Don't Convert**
Why most ad campaigns underperform and what to do instead.
- ✓ **Paid Ads with Purpose**
How to run campaigns that support your content, sales funnel, and bigger business goals (without needing a full agency).



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Zia's sessions are...

- Rooted in strategy, not buzzwords
- Delivered with warmth, wit, and clarity
- Focused on action, not overwhelm

Her goal is always the same: to leave people saying “This finally makes sense.” Whether it's an internal team workshop or a stage talk, Zia meets people where they are, then gives them the tools to move forward with confidence.

No jargon. No gatekeeping. Just sharp thinking, shared plainly.

Best Fit For

- Business owners, founders, and startup teams
- In-house marketing or operations teams
- Corporate offsites, creative communities, and entrepreneurial events
- Conferences focused on growth, strategy, or brand-building

Recent Speaking Highlights

- Oxford Brookes MBA Capstone Conference
- Practica Program Development Session
- Marketing Clinics for Small Business Owners
- TechConnect Live, RDS Dublin
- Top Advice from Exceptional Women, Online Event
- Branding Bootcamp, LadyBugz Marketing

FEEDBACK FROM ORGANISERS & ATTENDEES

“Zia instantly **made an impact**. Her kindness radiated from her the moment she walked in.”

– Gary Featherstone

“I must admit I’ve never seen presentation skills like hers firsthand in my life, both visually and verbally. **VERY impressive.**”

– Ruby Avards

“Zia makes **marketing make sense**. I left with ideas I could action that same day.”

– Hennie van Huyssteen

Delivery Formats

- Keynotes (in-person or virtual)
- Breakout sessions and panels
- Team workshops or retreats
- Guest lectures and community events

Get in Touch!

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