

Meet the tutor

Kate Zadel, Head of Client Services, ImpactInstitute

Kate Elks loves stories, adventure and leading teams. Integrated brand storytelling is where her skills shine, an arena where she brings together client strategies, campaign execution plans and real-time problem solving.

As Head of Client Services and Senior Account Director, she leads a team of professional storytellers that span multiple disciplines including content marketing, PR, social, digital marketing, brand strategy and design.

Her experience includes work as a journalist, producer and content researcher in Australia and London.