



L-R: Jenni King, Sophie Kyle, Alex Savage, Sharon Starkey, Kirbie Bestford, Lotty Reeves

A decade of success at Resolution

This year marked a decade of accomplishments for Resolution, a Teesside-based strategic PR, marketing and design agency led by managing director Sharon Starkey.

In that time, the company has built an impressive portfolio of clients across various sectors including commercial law firm The Endeavour Partnership, process industry cluster NEPIC, national franchise organisation Complete Weed Control and Sofia Offshore Wind Farm, set to be one of the world's largest wind farms. They also represent fast growing JH Mechanical & Electrical, business network Tees Valley Business Club and notable charities like The Teesside Charity and the Charlie Dallas Lancaster Foundation.

Resolution's commitment to excellence is at the core of the business and integral to its success. With customised strategies and a

clear desire to truly understand client needs, Sharon and her team have consistently delivered campaigns that enhance brand visibility, engage audiences and produce measurable results. "Our team works closely with each client to understand their unique needs, allowing us to create tailored solutions that genuinely reflect their values and goals," Sharon explains.

Based in the North East and operating nationally, the team proudly acknowledges the talent of the region's workforce. "There's something truly special about our area" says Sharon, "I'm incredibly proud of our Teesside roots and the innovative, driven people here. I couldn't imagine a better place to grow a business."

As Resolution looks toward its next chapter, the company is preparing to recruit new talent in 2025. Sharon is passionate about creating a supportive work environment, where creativity, collaboration and professional growth are encouraged. "Growing up, I wasn't sure what I wanted to be, but I knew I loved language, problem-solving and design," she reflects "I wish I'd known more about careers in communications." Her own career path fuels her commitment to supporting the next generation of creative professionals and the team actively supports students by partnering with educational institutions to highlight the opportunities in the industry. Sharon's journey to agency leadership came from a drive to work on projects she loves rather than a desire to run a business. "I never planned to be a business owner,"

she admits "Resolution was a way to focus on what I enjoy, and it's grown into a team-focused organisation." For aspiring professionals, Resolution offers a dynamic workplace to develop skills and make an impact on the brands they work with.

Her dedication to her clients, her team and her community is a reflection of her passion. Resolution's success is driven by Sharon's belief that marketing is far from a "fluffy" industry but essential to shaping and maintaining brand image. She champions the critical role of clear, considered communication and recognises the value that skilled professionals bring to their clients and the industry as a whole.

As Resolution prepares to welcome new team members, Sharon is excited about the future and remains dedicated to nurturing a culture of innovation, creativity and mutual respect. Her vision for the company extends beyond revenue and client wins; she is focused on creating an environment where ideas flourish, team members feel valued and every project is approached with passion and integrity.

With a decade of achievements behind it, the future looks bright for Resolution. Firmly established in Teesside's vibrant community, the agency is well-positioned to continue making a significant impact on behalf of its clients, connecting brands with their target markets.

For more information visit resolutioncomms.co.uk