



Natasha Melbourne-Telfer

Founder & Creative Director, Creative Core Caribbean

- DBA Learner Case Study

I am Natasha, Founder and Creative Director. I help Caribbean-based businesses improve brand awareness and sales through the power of compelling creative concepts. My personal connection to the Caribbean is through my parents' Jamaican heritage, and my personal desire is to invest my knowledge and artistic experience into the region to primarily be of service to others. Hence my reason for starting [my company](#), which specialises in creative consultancy and image production services.

 London
United Kingdom

 Creative consultancy

 Selected courses completed:
> Build a strong brand
> Manage a digital product
> Master marketing channels

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Challenge

One of the main learning curves for me as a founder and entrepreneur was understanding and mastering how to channel my filmmaking experience into an enterprise that helps other companies promote what they do, and engage with their clients.

I'm still working on improving my business acumen to benefit others, as well as building a solid business foundation that will hopefully offer employment, and turn a healthy profit. It's a process and it takes time and perseverance.

Solution

Being able to access the free online, informative and diverse range of DBA courses with ease, up-skilling whilst working on my business, and having the opportunity to connect with the expert mind of my DBA mentor, has been a great experience for me.

It's allowed me to further my knowledge through continued personal development, and learn with confidence, especially in areas like lead generation, where I've felt I've lacked sufficient understanding.

Result

My journey as an entrepreneur has been both rewarding and challenging, because of the nature of my business, and a very competitive market. Through my engagement with the DBA and their rewards mentor, I have been able to become more objective about the services I provide, expand on them and offer them to different SMEs during this uncertain time.

Above all, I have gained more trust that my skills can be of service to others, and this is a wonderful personal achievement.