

CAREER PROFILE

- I am a focused and experienced creative professional with a proven track record of successfully leading marketing projects. I am adept at overseeing all aspects of a project and offering solutions when needed. My leadership skills and creativity enable me to effectively translate ideas and concepts across all organizational levels and mediums.

CORE STRENGTHS

- Developing strategies for the planning and execution of initiatives.
- I possess the ability to work collaboratively across departments, filtering relevant information to align with company goals.
- I thrive at planning and prioritizing multiple projects simultaneously, demonstrating exceptional organizational skills and consistently delivering successful outcomes.
- I am forward-thinking, with the ability to analyze situations or statements and determine their validity.
- I have a talent for developing team members through mentoring and fostering their professional development.

EDUCATIONAL SUMMARY

- Obtained PGCE teacher certification from Huddersfield University (U.K) in 2007.
- Obtained BSc(hons) degree in Product Design & Development from Salford University (U.K) in 1999.
- Obtained Higher National Diploma in Industrial Design from Salford College (U.K) in 1994
- Obtained National Diploma in Art & Design from St Helens College (U.K) in 1991

TECHNICAL SKILLS

- Operating Systems: Apple Mac, Microsoft Windows
- Design Development: Adobe Creative Cloud
- Marketing Software: HubSpot, MailChimp, Zapier
- Project Management: Asana
- Reporting: Google Analytics, Google Data Studio, HubSpot
- Web Development: HTML 5, CSS 3, WordPress
- Photography: Studio work, traditional & digital
- Social Media Platforms: Facebook, Instagram, Twitter, LinkedIn, YouTube

CAREER ACHIEVEMENT OVERVIEW

- Led the development of social media campaigns, resulting in a significant increase in followers on company social profiles from 2000 to 20,000 over three years.
- Redesigned three corporate websites, infusing a modern touch into the design and enhancing accessibility.
- Created a cohesive brand design schemes, harmonizing aesthetics across all platforms.
- Cultivated a strong brand identity through corporate social media accounts, engaging with followers, enhancing brand awareness and generating leads.
- Coordinated a team of six marketing professionals, ensuring a shared understanding of the project's overarching vision while executing individual roles.
- Delegated responsibilities to team members, effectively communicating expectations to maintain synergy throughout the project.
- Utilized engaging video ads on social media, driving user engagement and generating live leads by linking videos to landing pages.
- Identified visitor trends on the company site and tailored marketing campaigns to target interested demographics.
- Created analytics reports highlighting key insights from marketing research for presentation to peers.
- Developed comprehensive campaigns spanning 12 months, leveraging both digital and traditional marketing collateral.
- Presented marketing pitches to senior partners and external vendors, showcasing strategic initiatives.
- Assisted in scripting and overseeing the production of digital video shorts for YouTube video advertising.
- Crafted written copy for company websites, including SEO-focused content and feature stories on products to drive organic sharing.
- Fostered positive morale within the marketing team, building personal connections with staff and proactively identifying signs of burnout or frustration to prevent errors.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER, JULY 2022 TO NOV 2022, MOVEMOBILITY

- Curated educational and promotional written/visual content for B2B audiences for distribution through multiple channels.
- Managed and grew social media presence through outreach and content distribution. Collected and analyzed metrics for growth.
- Planned and created email marketing campaigns, including graphics required.
- Created and executed a plan for testimonial and case study outreach to build brand awareness and create sales enablement content.
- Assisted in ensuring corporate website is current and reflects current marketing objectives.
- Suggested and implemented new marketing strategies; provide insight and recommendations for digital marketing strategy planning.
- Developed brand guidelines to execute creative requirements.

CREATIVE DEPARTMENT SUPERVISOR, OCTOBER 2016 TO SEPTEMBER 2021, BUHLER INDUSTRIES

- Supervised creative & production team in the development of marketing materials.
- Developed advertising campaigns that integrated print, interactive, and social media (HubSpot).
- Successfully directed and implemented all facets of corporate-identity project, including logo, advertisements, and website.
- Improved inter-departmental productivity by establishing new internal procedural guidelines.
- Worked and managed external creative agencies to make sure projects meet targets.
- Presented work to internal team and to external clients.
- Organized and managed work flow, conducted and arranged photo-shoots and budgets in order to efficiently meet deadlines.
- Brand Creation & Reinvention.
- Packaging & POS Design.
- Overseen recruitment of members of creative team and mentors new hires until they find their footing.
- Reviewed and approved designs, artwork, photography, content, and graphics developed by a creative team.

CREATIVE LEAD, JUNE 2014 TO MARCH 2016, ATLAS GRAHAM FURGALE

- Responsible for execution and delivery of all creative works required at Atlas Graham Furgale.
- Responsible for all marketing needs.
- Developed and maintained branding design elements and visual identity.
- Developed analysed tools to assess the effectiveness of the marketing collateral used.
- Developed internal tools and development of company Intranet.
- Lead new product developments, creating prototypes, developing marketing materials.
- Worked across many departments to develop projects.

SENIOR DESIGNER, JANUARY 2013 TO JUNE 2014, ATLAS GRAHAM INDUSTRIES

- Responsible for on-line and print communication.
- Creative lead for catalogues, brochures, retail packaging, industrial photography, advertising, corporate stationary and environmental signage.
- Maintained and developed corporate websites.
- Responsible for drafting design briefs and developing design strategy.
- Curated and developed large industrial trade show booths.
- Developed marketing and sales information for new product launches.
- Liaised with various departments regarding requests for support.
- Proofing artwork before and after printer's proofs.
- Preparing press-ready files for production.

TERM TIME INSTRUCTOR, AUGUST 2011 TO APRIL 2012, THE RED RIVER COLLEGE

- Instructed students both technically and theoretically on subjects within design, design practice & principles, presentation and planning.
- Provided software training sessions on digital media.
- Provided software training sessions in print.

INTERACTIVE MEDIA INSTRUCTOR, FEBRUARY 2002 TO MAY 2011, THE MANCHESTER COLLEGE (UK)

- Instructed students on various computer software skills within Adobe CS4/5 Master Suite Package.
- Provided in-depth training sessions on HTML editing software's including Macromedia Dreamweaver, Flash, Director.
- Mentored and instructed BA(Hons) students through their professional development program.
- Participated in staff training sessions - leadership, communication development, and team building.
- Liaised with local universities to widen participation and develop partnerships.
- Presented learning materials in various mediums - books, internet, audio and visual, online learning.
- Designed and developed printed material for the college's marketing and promotion.