

CAREER PROFILE

- Focused and experienced creative with a proven track record of successfully leading marketing projects. Adept in overseeing all aspects of a project and offering solutions when needed. Bringing strong leadership skills, and the creativity necessary to effectively translate ideas and concepts across all organizational levels and all mediums.

CORE STRENGTHS

- Developing strategies for the planning and execution of initiatives.
- Ability to work across departments filtering relative information to align with goals.
- Ability to plan and prioritize multiple projects simultaneously.
- Forwarding thinking with the ability to analyze situations or statements and determine their validity.
- Developing team members through mentoring and professional development.
- Creating and developing training materials across multiple platforms.

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 a social media campaigns, which increased followers on company social profiles from 2000 to 20,000 over three years.
- Redesigned three corporate websites to put a modern spin on the design and greater accessibility.
- Created a strong brand design scheme for the company, which unified aesthetics across all platforms.
- Coordinated a team of six marketing professionals, ensuring that all members understood the broad vision of the project while executing their roles.
- Delegated responsibilities to team members while clearly communicating what is expected of them to maintain synergy throughout the project.
- Presented marketing pitches to senior partners at the company as well as external vendors.
- Developed campaigns spanning 12 months combining both digital and traditional marketing collateral.
- Cultivated a strong brand identity with corporate social media accounts, interacting with fans and responding to trending stories while maintaining a consistent voice.
- Designed and maintained a small business website on a customized WordPress theme, and updated the blog regularly with creative marketing content.
- Identified trends in visitors to the company site and tailored marketing campaigns to focus on demographics that showed interest.
- Created analytics reports highlighting the most important information from marketing research to present to peers.
- Optimized corporate site to increase time-on-page by analyzing data reports on page performances.
- Utilized engaging video ads on Facebook to encourage scroll-breaking and engage users. Linked videos to landing pages to generate live leads.
- Helped script and supervise filming on digital video shorts used as video advertising on YouTube.

CAREER ACHIEVEMENT OVERVIEW (CONTINUED)

- Utilized native advertising with dealerships by incorporating the use of products into video posts on the dealerships' social media platforms.
- Worked with a team of marketing professionals to create print advertising campaigns, which highlighted products in dynamic settings.
- Presented marketing pitches to peers and received feedback. Provided explanations for decisions when required and incorporated requested changes.
- Maintained positive morale on the marketing team by forging personal bonds with staff and identifying signs of impending burnout or ongoing frustration to avoid errors before they occur.
- Operated all of the company's social media campaigns, utilizing the platforms to raise brand awareness and gather leads.
- Created written copy for company websites including SEO-focused pieces, and feature stories on products to earn organic shares.

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.