

Contact

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Hello

I specialise in crafting engaging online experiences and take pride in my meticulous attention to detail. I excel in developing brands and designing assets that bring them to life across social media, events, and more. Proficient in Adobe Creative Suite, I thrive in fast-paced, collaborative environments, approaching each project with a positive attitude. I look forward to expanding my skills in my next role.

Experience

Freelance Digital Designer and Consultant

June 2023 - Present

- Partnered with high-profile clients such as Ticketmaster, NBA, Festival Republic, Nesta, DWP, ADP, and Sky.
- Designed impactful marketing campaigns, educational materials, and brand overhauls across digital, print, out-of-home, and event design formats.
- Specialised in creating powerful branding, logo designs, and user-centric websites that foster meaningful connections and elevate brand narratives.
- Successfully served both local businesses and Fortune 500 companies across public and private sectors.
- Managed diverse project scopes, delivering exceptional design solutions that resonate with target audiences.

Global Marketing Designer - B2B

January 2022 - June 2023

- Led comprehensive rebranding initiatives across 30+ countries and 21+ languages for Ticketmaster's B2B collateral.
- Designed websites, presentations, case studies, and social media content.
- Collaborated with global and local marketing teams to transform objectives into visually compelling designs.
- Developed and executed a global social content strategy with templated assets.
- Advised a global design team of 20+ across diverse regions, providing guidance and fostering partnerships with agencies and stakeholders.
- Co-organised the annual Design Bootcamp, promoting innovation and knowledge sharing within the global design team.
- Monitored design and technology trends, recommending and implementing enhancements to Ticketmaster's online and offline presence.
- Ensured designs met accessibility and inclusivity standards, aligning with best practices and company guidelines.
- Presented design concepts and project updates to senior leadership, effectively communicating the strategic value of design initiatives.

Digital Designer, Ticketmaster International

June 2019 - September 2020

- Created engaging landing pages, campaigns, and digital communications for local teams worldwide.
- Designed winning pitch presentations and impactful product marketing assets for digital channels.
- Delivered comprehensive design materials and presentations for a major client summit with over 500 attendees.
- Produced compelling B2B and B2C content across social and digital channels, reaching over 10 million followers.
- Created engaging motion graphics and videos for websites and presentations.
- Ensured brand consistency by reviewing the work of 20 designers across 30+ markets.
- Actively participated in internal and external design events, fostering collaboration and knowledge sharing.
- Continuously honed skills and stayed ahead of industry trends through regular interaction with fellow marketing designers.

Marketing Graphic Designer, Ticketmaster International

June 2017 - June 2019

- Developed unique, socially-driven narratives aligned with artist strategies and brand objectives, boosting fan engagement.
- Oversaw creative execution based on an established playbook, ensuring brand consistency across channels by reviewing the work of designers in 30 markets.
- Collaborated cross-functionally to deliver impactful projects, with campaigns reaching over 5 million followers across platforms.
- Pioneered innovative digital content, staying attuned to music, sport, and cultural trends.
- Designed successful print campaigns for news media and out-of-home advertisements, amplifying brand messaging.
- Proven team player, prioritizing collective success over individual achievements.

Skills

Content Creation & Storytelling

Brought brands to life through engaging narratives across diverse platforms. Tailored content to captivate specific audiences and drove meaningful brand engagement.

Design & Branding

Leveraged expertise in B2B rebrands and design team management to deliver consistent brand experiences across all touchpoints. Was adept in digital, print, out-of-home, and event design, crafting impactful visuals that connected with audiences.

Communication & Collaboration

Effectively translated complex ideas into compelling presentations, pitch decks, and design assets. Fostered collaborative partnerships with diverse stakeholders, including internal teams, agencies, and international clients.

Project Management & Leadership

Managed projects seamlessly from conception to completion, ensuring adherence to deadlines and achieving desired outcomes. Led design teams with a focus on delegation, task management, and fostering a collaborative work environment.

Adaptability & Continuous Learning

Embraced new challenges and readily adapted skills to diverse roles and client needs. Demonstrated commitment to continuous professional development by actively staying informed about industry trends and best practices.

Software Expertise

Proficient in Adobe Creative Cloud suite, including After Effects and Premiere Pro for impactful video creation. Utilised Figma, Sketch, and Zeplin for seamless product design workflows, ensuring efficient handoff to developers.

Education & Training

Digital Media Development

BSc, First Class Honours

University of Brighton, 2019

At the University of Brighton, I honed my skills in design and technology, learning best practices in design discipline and real-life application development. Alongside, I developed expertise in social media strategy and performance analysis. Additionally, my interest in journalism was sparked through contributions to the student newspaper, *The Verse*, further broadening my understanding of media dynamics and storytelling.

The Essentials of Media Law

NCTJ, Currently Enrolled

NCTJ's Essentials of Media Law offers a comprehensive introduction to media law. Currently enrolled in this course, I am gaining a solid understanding of legal principles relevant to journalism.

Meta Social Media Management Professional Certificate

Meta | Coursera, 2022

I completed a course covering the essentials of social media management, including establishing and maintaining a strong online presence, crafting brand identity, and managing content calendars. Additionally, I learned to evaluate social media performance and iterate strategies for better engagement.

Thank You

Thank you for taking the time to review my CV. If you have any questions or would like to discuss any opportunities further, please don't hesitate to contact me.