

# about me

## skills about

Adobe Creative Software  
Print and Digital Design  
Email Campaigns  
Brand Identity Development  
Photography // Editing  
Social Media Marketing // Advertising  
Trend Analysis // Prediction  
Consumer Behaviour // Journey  
POS Profiling // Design  
Marketing Campaigns  
Content Writing  
Proficient in Microsoft Office

Creative thinking is a facet of my personality and seeps into every decision and approach in life. From converting a van into a camper and budgeting travel across Europe, to re-branding and analysing the brand position of Amble which is a guide to independent Chester, I use my past experiences to inform a well thought out approach. Through research and inspiration, I evolve and develop ideas into successful projects. I enjoy getting involved in all elements of a project, when the opportunity arises, which has seen my career path flow across different areas of the design and marketing industry. I have evolved my skills and amalgamated processes to ensure my next project succeeds it's last. I have honed my own style and, when not working, I live to travel to exercise my creative flair, I write content for my blog and share my love of photography.

## education

UCLAN 2010 - 2015  
Fashion Promotion BA (Hons)  
2:1

Cheshire College South & West 2009 - 2010  
Art Foundation Diploma  
Level 3 - Distinction

Whitby High School 2002-2010  
ALevels  
Art & Design // Media Studies // English Literature  
GCSEs  
11 A-C

## references

Gemma Glover  
Editor-in-chief // Amble Chester  
gemma@amble.to // 07847253363

Marc Delaney  
ex-Creative Artworker // Global Eagle  
markjdelaney@gmail.com

## portfolio

A collection of past projects can be found on [ellenalice.co.uk/portfolio](http://ellenalice.co.uk/portfolio) including design and marketing work to give visual context to the points outlined in the professional profile.

## professional profile

4 years experience in the creative industry of both design and marketing. Intense learning and development under high pressure environments in a variety of industry sectors. Skills utilised across many different campaigns achieve cohesive projects and generate successful and profitable results. Highly competent in design work bringing ideas to reality and seeing projects through all touch points. Strong understanding of marketing and business strategy for both B2B and B2C throughout industry experience.



# career history

**global eagle // creative artworker**  
**jun 2019 // present**

- Continual production of high quality and well informed IFE guides to suit cyclical rotation of on-board content for 'Vietnam Airlines'
- Developing a more lifestyle led layout theme to IFE guides increasing usability and functionality
- Monthly posters designs showcasing latest blockbuster features on-board private jet company 'La Compagnie'
- Continually reviewing and analysing each cycle of work with a goal to highlight and improve areas of the design and work-flow processes
- Liaise directly with international clients for sign off and approval of projects
- Balancing multiple highly pressured campaigns with quick turn around times to adhere to strict deadlines
- Working with multiple languages including Vietnamese, Japanese, Korean, French and Arabic
- Liaising with external contractors for proofreading and approval

**amble.to // marketing manager**  
**may 18 // present**

- Introduced a cohesive use of visuals and written content across all consumer and business touch points including website and all social media platforms as well as emails and inbox responses
- In the process of developing a new website catering to the needs of the consumer following analysis on Google Analytics, focus groups, feedback and surveys
- Continuing the brand evolution from infancy to a more mature style by reviewing audience on social platforms and website through surveys, team feedback, focus groups and online polls
- Introducing monthly themes to help steer the idea of cohesive content across website content and social media generating a strong viewpoint and increasing brand status both on Google and consumer perception
- Content writing for Social Media captions and stories, Press Releases and website articles
- Managing and optimising content planning and execution on social media using free scheduling platforms
- Google Analytics reporting/Social media reporting and strategy development from in-depth analysis monthly covering any areas of improvement and changing algorithms are responded to in good time
- Event management of this years 'Secret Night of Independents Networking Event' generating interest online through digital marketing, collaboration with other independent businesses for 'goodie bags' and general running of the events 'speed networking'
- Managing all print collateral to support events, the latest magazine print and promotional material for wider reaching clients
- Team management of all volunteers who continue to support Amble organising meetings monthly for feedback and ideas generation, social events and boosting team morale with the likes of the internal competition generating increased social media content promoting our teams 'out and about ethos'
- Identifying target businesses to collaborate with for mutually beneficial campaigns such as the above competition, social events and press passes



# career history

## **chester race company // graphic designer** **jan 17 // jun 18**

- High pressure environments with tight turn around times for the likes of raceday meetings in order to meet and exceed design contract agreements for Maserati, Boodles Jewellery and MBNA
- Balanced multiple projects for a continuous stream of work across all Chester Race Company brands throughout the year including not just racedays but also hospitality and catering
- Generated themes for marketing campaigns and visuals for the likes of Christmas party events selling and Christmas gifting targeted campaigns
- Lead on generating and promoting social media hotspots for race days to increase footfall to specific areas such as the open course and underpass which saw an increase of social interactivity utilising relevant hashtags and linking to sponsors
- Managed the advertising approval process for race day sponsorship assets. These included: finishing post screens, sponsored Snapchat filters, racecard adverts all designed adhering to brand guidelines and specifics of the sales team
- Re-branded the Open Course to create cohesive themes and create identity to area which was not capitalised on previously leading to an increased footfall
- Cohesive template integration and HTML optimization in the 'Creatsend' mailing platform
- Liaised with printers and obtained cost savings on a regular basis
- Raised PO's and organised PO logs reporting on spends to achieve future savings

## **chlobo jewellery // marketing executive** **sept 14 // dec 16**

- Introduced the first Black Friday/Cyber Monday campaign, organised the website development to suit and developed digital marketing strategy to see a response which superseded expectations
- Generated collaborations and aligned with other non-competitive brand partnerships for the likes of competitions and events
- Oversaw and designed the first nationwide advertising campaign in Grazia magazine
- Started the first blogger outreach campaigns and gifting projects seeing an uplift in sales and new target customers
- Photoshoot organising end to end including themes inspired from the collection itself, model castings, photography and art direction ensuring products were beautifully promoted
- Email marketing strategies influenced by said overarching marketing campaigns
- Generated report presentations to the Managing Director and wider teams including sales on marketing activities
- Arranged all POS for ChloBo jewellery across their 100 nation-wide stockists from design and print to distribution timeline and delivery
- Liaised with printers and obtained cost savings
- Worked with budgets, yearly breakdowns and seasonal cycles to spread costings and manage targets
- Raised PO's and organised PO logs to report on spends directly to the Managing Director
- Managed and grew the Marketing department and integrated touch points with other departments to ensure successful campaigns adhering to all needs

