

PROFILE



Dynamic marketing lead with a unique blend of strategic planning and hands-on creative expertise, including extensive experience in graphic design and branding. Proven track record in developing and executing high-impact, multi-channel marketing campaigns that drive results. A collaborative team player and mentor, skilled at nurturing talent while maintaining strong self-management. Passionate about contributing to an innovative, purpose-driven company where creativity and teamwork are at the core.

ACHIEVEMENTS

- Marketed a groundbreaking demonstrator event, attended by over 10,000 attendees
- 100% increase in James Hutton Limited LinkedIn followers
- Email marketing campaign and hosting of a webinar for industry leaders in the agriculture sector
- Designed and managed 10 national and international tradeshows
- Process improvement by implementing HubSpot CRM for a sales team

KEY SKILLS

- Social media management
- Event design and management
- Email marketing
- CRM management
- SEO and data analysis
- Branding
- Digital and print
- Web design
- Video production
- Copywriting

SOFTWARE SKILLS

- InDesign
- Photoshop
- Illustrator
- Acrobat
- Premiere
- HubSpot
- Google Analytics
- HTML 5 and CSS
- Microsoft Office

PROFESSIONAL EXPERIENCE (2012 - PRESENT)

Marketing & Communications Manager
James Hutton Limited
Errol Road, Invergowrie, Dundee DD2 5DA

Mar 2023 - Aug 2024

- + Implemented the communications and marketing strategy for all areas of the James Hutton Limited
- + Managed all digital marketing channels - Website, social media, email marketing
- + Managed HubSpot CRM for email marketing and social media campaigns
- + Events design and management of 10 national and international tradeshows
- + Developed messaging and associated content for all marketing collateral
- + Maintained effective internal communications for key stakeholders
- + Monitored campaign reporting and metrics

Head of Communications
Urban-Air Port Ltd
The Smiths Building, 179 Great Portland Street, London W1W 5PL

Aug 2021 - Jan 2023

- + Created and nurtured the Urban-Air Port brand
- + Designed all internal and external communication material
- + PR and media engagement
- + Copywriting and press announcements
- + Strategic planning and benchmarking
- + Marketing and investment deck presentations
- + Management of all digital content including company website and social media accounts

Creative and Design Lead
North Sea Transition Authority (Formerly Oil & Gas Authority)
AB1 Building, 48 Huntly Street, Aberdeen AB10 1SH

Aug 2018 - Aug 2021

- + Creative lead for the organisation. Provided expertise on design and production of key publications and reports
- + Direct support for the Chief Executive on high profile presentations and promotional material
- + Elevated the standard of internal and external visual communications
- + Publication and editorial design
- + Communicated complex technical information through infographic and information design
- + Developed brands for new initiatives
- + Created content for website using Umbraco CMS



Studio Manager

Sept 2017 - Dec 2017

Insights

17 Luna Place, Innovation House, Dundee DD2 1TP

- + Managed a team of eight designers, mentoring and supporting through thought leadership
- + Accountable for end to end studio process, including responsibility for all projects, account management and traffic in the creative studio
- + Reviewed workflows and processes and developed strategic efficiencies to improve productivity
- + Prioritised incoming workload under pressure and effectively assigned projects to team members
- + Benchmarking and metrics, demonstrating the value-add of the in-house creative team

Senior Graphic Designer

May 2015 - Aug 2017

Foster + Partners

Riverside, 22 Hester Road, London SW11 4AN

- + Supported the Head of Graphic Design for a world leading architecture and design practice
- + Responsible for lead concept design and delivery using both internal and external suppliers to meet tight deadlines
- + Created graphic solutions for competition submissions and design reports, devising bespoke branding for new or existing projects as required by stakeholder groups
- + Researched and advised the team on new developments and changes to industry standards
- + Adopted the role of 'Brand Guardian', ensuring correct implementation of the company identity across all deliverables and leading by example
- + Helped to mentor and encourage team members to ensure best practice through effective leadership

Senior Graphic Designer

Nov 2014 - Mar 2015

PRP Architects

10 Lindsey Street, London EC1A 9HP

- + Worked closely with senior members of the practice on innovative bid submissions
- + Exhibition design
- + Infographic design
- + Rendering and photo retouching

Proposals Designer

Oct 2013 - Nov 2014

ISG plc

33 Aldgate House, London EC3N 1AG

- + Provided innovative ideas/themes for proposal bids, following ISG brand guidelines, including bespoke covers, dividers, and graphics for iPad submissions

REFERENCES

Available upon request

CAREER HIGHLIGHTS

Air One, Coventry UK

Urban-Air Port Ltd

Played a key role in the launch event for Air One - a future transport mobility hub in Coventry UK, with 10,000 attendees including government officials, academia, industry experts, the public and the press.

 www.urbanairport.com/airone

- + Led the design of all marketing content and touchpoints
- + Managed digital platforms including event booking and social media campaign
- + PR and press management

Pathways to Prosperity Tool Kit Development

UCL Institute for Global Prosperity

Worked with a sustainable development company and University College London to design a workshop tool kit for community engagement workshops in London. The tool kit was showcased at the UN COP24 Climate Conference.

 www.lewisjevans.co.uk

- + Designed 54 unique pictogram cards, subscribing to UN brand guidelines for Sustainable Development Goals
- + Created bespoke packaging for the tool kit

QUALIFICATIONS AND TRAINING

Digital Marketing Certified

HubSpot Academy

Jul 2024

Essential Video Skills for Comms

Comms2point0 Ltd

Apr 2019

Intensive one day course comprising of shooting and editing video using mobile phone technology

HTML Advanced

Media Training, London Bridge

Apr 2016

Two day training course in Advance HTML coding, CSS and Javascript

Adobe Creative Cloud training

XChange Training, London

May 2014

Intensive one day course in Adobe Creative Cloud

BA(Hons) Graphic Design

University of Wolverhampton, West Midlands

Sept 1998 - Jun 2001