

CREATIVE EXPERIENCE

Creative Executive

Jan 2022 – Now

Leicester City Football Club | In-House

Key Skills: Adobe CC, print/digital/motion design, presentation and layout design, creative direction, copywriting, photoshoot planning, experiential design, IPTV, CMS, UX/UI design and testing, campaign strategy/development, audience profiling, budget planning, training delivery.

Key design projects: LCFC app & website development, Foxes Hub (LCFC TV) rebrand; Play Your Part kit launch campaign, Retail marketing & photoshoot direction, LCFC Live exhibition & preseason tour, Training Ground Installations, Highcross Retail Store Interior & Launch, JVG GOAT Retail Clothing Range, IPTV screen graphics, Christmas & Seasonal Campaigns.

- With over four years of experience working within the LCFC Brand Team, my role has evolved to include greater responsibility, focusing on major club-wide projects across all three sites, and I am often the lead designer on key campaigns. I ensure all creative work meets professional standards and aligns with the club's brand identity. I play an integral role in delivering creative output, visualisations, and ideas across a range of projects, with the aim of driving revenue and improving media performance, including social media engagement and viewership.
- In addition to my club-wide role, I'm a lead designer at LCFC's training ground. I manage interior installations, print design, and am the go to person for the IPTV/CMS system, in which I design and schedule content for over 200 TV screens. This is key for player development, matchday planning, and hospitality events. I regularly deliver IPTV/CMS training, support my team, and collaborate with IT to improve the system's efficiency.
- I work closely with directors, staff, and suppliers to ensure visual installations and digital content are high-quality, innovative, engaging, and on-brand. I handle large-scale and confidential projects like kit launches, social media assets, matchday graphics, and app development, requiring skills in communication, content creation, marketing and creative direction.
- Dealing with large-scale projects crucial for business growth. This includes retail campaigns, designing static/animated social media assets for key moments such as new signing reveals, matchday screen graphics, hospitality event design, conceptualising and visualising mockup ideas for interior/exterior displays, plus development design/building and launching the LCFC App. These tasks involve skills such as communication, content creation, copywriting, marketing strategy, creative direction, photoshoot planning, campaign development, accurately measuring up and producing presentations to professionally showcase mine and my team's ideas.

Graphic & Digital Designer

Jun 2017 – Jan 2022

Loughborough University | In-House

+ ILM Level 2 in Effective Team Member Skills

Key Skills: Attention to detail, time management, keeping on top of design trends, project management, continuous personal skills development, print production/pre-press, digital design knowledge, illustrative design, collaboration and communication, adhering to brand guidelines.

Key design projects: LboroGameChangers, Open Days, IWD, Heart2Heart CPR Drive.

- I managed clients directly, working within tight budgets and quick turnaround times. I conceptualised and presented creative pitches to secure client approval. I designed impactful static and animated digital assets, filters, and stickers for various campaigns, sports clubs, educational institutions, social media, and digital platforms, reaching an international audience. My illustrative skills were key to student recruitment campaigns, creating printed materials, prospectuses, web content, and digital advertising, resulting in record prospectus orders and course applications. My work consistently exceeded targets and contributed to my team's award nominations and wins.
- I also provided regular tutorials to interns, colleagues and senior leaders, enhancing our department's creative output.

Lead/Senior/Middleweight Content Designer

2015 – Now

EMBO Design | Freelance & Agency

Skills: Working on print, digital, static and animated design projects, copywriting, managing clients, time-management, administration, networking, managing budgets, quoting & invoicing. At times leading junior designers, training marketing teams on brand and template usage.

Local & international clients: Commonwealth Games, UK Sport, Lboro Uni, BUCS and the FA.

EDUCATION

First-Class (Hons) BA: Graphic Communication & Illustration

2014 – 2017

Loughborough University

+ Employability & Leadership Award

A LITTLE ABOUT ME...

I'm an incredibly passionate and proactive creative designer with 11+ years of professional in-house and freelancing experience.

As an individual I'm strategic and intuitive in my creative process, which allows me to systematically engage with a nature to produce high-quality outcomes that meet the brief and business goals. I'm enthusiastic and always dedicated to learning new skills and developing my knowledge. I thrive both working independently as well as in a collaborative environment and always want to be a reliable, key member of the team, who is always happy to lead, advise and support others in order to drive success when working together on key projects.

I'm motivated by stimulating briefs and targets, with a variety of skills in print, digital, app, web and motion design; and key interests in marketing, retail, education and sports.

KEY DESIGN PROJECTS

Goodbye to the GOAT

» Won Silver at Football Business Awards

LCFC App & Website redesign

- » Won Silver at Football Business Awards
- » 25,000+ app downloads at launch
- » 20% increase in overall retail & marketing related revenue driven by the app

LCFC Foxes Hub

» Reached the 12 month financial target within 6 months

LCFC Live Event - Thailand

» £250,000 international campaign

LU Marketing Awards 2021

- » Part of the 'Winning Team of The Year'
- » Highly commended individual for 'Outstanding Service Delivery'

#LboroGameChangers

- » £120,000+ international campaign
- » Nominated for several creative awards

#LboroOpenDay 2021

- » Record number of prospectuses ordered and applications received
- » Won several creative awards

Heart2Heart CPR Campaign

- » Won Silver for best Marketing Campaign
- » Thousands trained in CPR

SKILLS & KNOWLEDGE

- | | |
|---------------------|------------------------|
| » Mac & Windows | » Social Media |
| » Photoshop | » App & Web design |
| » Illustrator | » Utilising AI tools |
| » InDesign | » Microsoft Office |
| » After Effects | » Time Capture |
| » Firefly | » Monday.com |
| » Figma | » Interview Delivery |
| » Canva | » Training Delivery |
| » CMS / IPTV System | » Full driving license |