

I'm a Creative Marketing Executive who specializes in building company brands and effectively marketing the right message to the right people at the right time. I have strong communication skills and a unique creative skillset in video production, graphic design, web, social media and marketing. I have spent the last 10 years working for high profile clients in the USA, now I am based back in the UK.

## Professional Experience.

**FREELANCE** **MARKETING** **MAY 2020 - PRESENT** **ROTHERHAM, UK**

Working freelance for a variety of clients, helping with marketing communications and creative development such as art / graphic design, video production, website development and social / digital media marketing.

**MEDSPOKE** **MARKETING - CONTRACTOR** **MAY 2019 - MAY 2020** **DAPHNE, AL**

Launched the brand and website, including video, design and marketing strategy for a direct response campaign using Social Media and Search Engine Marketing. Attended / created trade show booths. Executed PR and strategic events. Created all communication materials, slogans and marketing messaging. Developed the brand image from scratch as well as all web and video content for campaigns. Continued to build up company social media presence and strong healthcare partnerships. Implemented / created print campaigns for specific healthcare leads.

**ANDY CITRIN INJURY ATTORNEYS** **CHIEF MARKETING OFFICER** **NOV 2018 - MAY 2019** **DAPHNE, AL**

Managed company marketing and intake department, working directly with leadership to achieve company marketing vision. Hands-on creative, producing all TV Commercial videos including 2019 Super Bowl TV commercial. Implemented media buying in-house resulting in saving the firm hundreds of thousands of dollars. Built out new website boosting SEO results. Spearheaded social media advertising lowering cost of client acquisition. Designed and ran email marketing to increase client engagement. Created all print art, billboards and digital ads. Improved lead type to match up with new company goals.

**MY MAGIC MUD** **CHIEF MARKETING OFFICER** **NOV 2017 - NOV 2018** **NEW BRAUNFELS, TX**

Managed creative and marketing department. Created all video production including distribution. Designed packaging for several new successful products and developed launch campaigns. Built customer loyalty by implementing rewards programs and increasing customer lifetime value. Worked with top social influencers to create viral content topping millions of views. Created trade show booths and oversaw PR and press coverage resulting in major exposure like E! News and being featured at the Oscars.

**ZEYAL** **CHIEF MARKETING OFFICER & FOUNDER** **MAY 2012 - NOV 2017** **DAPHNE, AL**

Dramatically grew the client base, inspiring creative staff & boosting internal sales. Executed successful marketing plans via Video (including national TV), Web Design & Print Media for national & local clients causing substantial growth in their business.

## Credentials & Awards.

- Lagniappe Awards Nominee** | Best Local TV Ad  
Mobile Alabama, USA | 2019
- Young Entrepreneur Of The Year** | Best New Business Award  
Chamber of Commerce | Rotherham, United Kingdom | 2010
- Sheffield Hallam University** | Film & Media Production | 2006 - 2008
- Wath Comprehensive School UK** | Art & Product Design | 2003 - 2005

## References.

- Matt Murray | Managing Director | One By One**  
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- Jon Larson, MD | President | GoodRX Care**  
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- Chris Estes | President | 199 Collective**  
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