

## SENIOR CREATIVE

A versatile and driven Senior Creative working across branding, visual identity, and creative systems for clients in property, infrastructure, energy, and the public realm. With six years' experience spanning agency, in-house, and freelance roles, I bring a strategic, design-led approach to complex subjects, delivering brand identities, digital design, and campaign assets that communicate clearly, responsibly, and with impact.

## WORK EXPERIENCE

### SOCIAL

MANCHESTER / SENIOR CREATIVE / NOV '24 - CURRENT

As a Senior Creative at Social, I lead and deliver design solutions across PR and strategic communications projects, with a strong focus on infrastructure and the built environment. I shape and oversee brand identities for social-led organisations, develop accessible and engaging materials for public consultations, and ensure all creative output is clear, inclusive, and strategically aligned.

### YAEMSCREATIVE

MANCHESTER / FREELANCE DESIGNER / AUG '19 - ONGOING

As an established freelance designer, I support corporate and independent clients with branding, digital marketing, social media, and design projects, while honing skills in business management, stakeholder engagement, and problem-solving.

### LEXINGTON COMMS

MANCHESTER+LONDON / DESIGN CONSULTANT / FEB '22 - NOV '23

At Lexington, I supported issue-led PA and PR campaigns across energy, property, travel, infrastructure, and healthcare. I helped establish and grow the in-house design offering, with a strong focus on branding design through public consultations, digital campaigns, and corporate events. Alongside producing banners, presentations, and brochures, I consulted on design strategy, working with large teams to distill complex information into accessible, engaging formats.

### HLD TALENT

LONDON / LEAD DESIGNER / JAN '20 - FEB '22

At HLD Talent, I supported a startup talent agency through all brand touchpoints, developing the brand both online and offline through events, digital engagement, and a strong brand identity. My varied role included web development, digital design, print design, brand asset creation, and designing collateral for influencer and celebrity campaigns for both clients and in-house projects.

### MANCHESTER METROPOLITAN UNIVERSITY

MANCHESTER / TEACHING ASSISTANT / AUG '19 - SEPT '20

As a Graphic Design Teaching Assistant at Manchester Metropolitan University, I supported fashion and design courses at undergrad and postgrad level, teaching Adobe Creative Suite, assisting with large-format printing, and mentoring students through Personal Development meetings.

## EDUCATION

BA Hons Fashion Promotion  
2014 - 2019 - Manchester Metropolitan University

Grade: 1:1

Shanghai International Fashion Centre  
May 2019 - Shanghai, China (Scholarship)

Awarded scholarship from Manchester Metropolitan University & Shanghai Open University to attend a month long fashion enterprise workshop in Shanghai.

## TECHNICAL SKILLS

Adobe Creative Suite  
Photoshop, Illustrator, InDesign, Premiere Pro, Audition, Firefly

Web based Platforms  
Wordpress CMS, Elementor Pro, Ionos, Squarespace, Shopify, Google Analytics, Mailerlite, Asana, Airtable

Software  
Figma, Microsoft Office 365, Sharepoint, Canva

## SKILLS

- Social Media Marketing
- Project Management
- Print/Digital Design
- Creative Production
- Stakeholder Management
- Brand Identity Design

## PROJECTS

Podcast Producer Credits

- What's Your Purpose?
- "Sisters in the City" (in association with Acast)
- "Levelled Up: The Podcast" (sponsored by Boohoo.com)
- "Latiesha is Live" (Streaming + Youtube)

Wardrobe Design (Film)

- "Powerless" - Short Film - Costume Designer
- An Act of Influence - Short Film - Wardrobe Supervisor

## INTERESTS



Sustainability



Travel and Adventure



Technology trends



Gaming



Built Environment



Art, Media and Entertainment



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LINKEDIN

INSTAGRAM