

I'm an agile creative generalist who has been working at the intersection of marketing, design and product over the past three years. With experience leading in-house teams and running ambitious editorial projects, I'm well-versed in the creation and management of high quality content across print and digital. I've worked in diverse industries, ranging medtech and sustainability, and am particularly skilled in distilling and articulating complex concepts, drawing on a holistic creative skillset to ensure that they resonate across media.

## Skills

Content and copy editing  
Graphic and web design  
Creative problem solving  
Research  
Communication  
CMS  
Hubspot  
Google Analytics and Tag Manager  
Adobe Creative Suite  
Figma  
HTML & CSS  
MS Office / G Suite  
French (Advanced B2)

## Awards

2020

### **APE Postgraduate Research Prize and Outstanding**

#### **Accolade**

For my research - 'Cultivating Serendipity in Digital Book Discovery'. I was invited to present this at the 2020 London Book Fair.

## Education

Sep 2018 - Dec 2019

MA Publishing (Distinction), London College of Communication, University of the Arts London

2013 - 2017

BA English Literature (2:1), University of Exeter; Radboud University, Nijmegen, the Netherlands

2010 - 2012

English Literature (A\*), Fine Art (A\*), Classical Civilisation (A), Esher College

## Relevant Experience

Jan 2021 - Feb 2022

### **Product Marketing Manager - CarbonClick**

CarbonClick is a New Zealand envirotech SaaS startup that provide tools to make climate action simple. I led an in-house team and worked closely with the leadership team to drive a rapidly evolving brand and strategic direction.

- Owned all content and collateral: crafted pitch decks; briefed and edited press releases; wrote website copy, blogs and case studies; designed all digital and print assets.
- Line-managed the Communications Manager and Insights Analyst.
- Developed the messaging, pitches and product marketing strategy for a complex product ecosystem.
- Collaborated with partners such as Etihad Airways, AA and Pita Pit, developing solutions to communicate sustainability meaningfully.

Apr – Aug 2020

### **Freelance Resource Designer – Cisiv**

Created digital onboarding resources for new starters working remotely.

Feb–Apr 2019

### **Design Team Lead – Publishing Innovation Conference**

I led the event’s design team, developing the visual identity and managing the creation of all print and digital collateral.

- Ensured all assets were delivered on time and to a tight budget.
- Designed and produced the conference guest pack and website.

Jan – Mar 2019

### **Project Lead – Arboretum**

A book blending ecology and myth to explore 17 unique ancient trees.

- Developed an initial concept to an end-product in eight weeks, to a very tight budget, with a team of five people.
- Led the book’s creative and editorial direction.

Aug – Dec 2018

### **Marketing and Communications Associate – Cisiv**

Cisiv specialise in real-world data technology for the healthcare industry. Key achievements included:

- Created a detailed glossary of industry terminology, simplifying technical clinical research language for clients and new starters.
- Ideated, developed and edited thought leadership articles for the Study Design team.

2017–18

**Wrote + Illustrated + Published** – Mard, a children’s picture book

2015–17

**Temp. Work** – D2 Printing; Labouring; Warehouse work

2013

**Bar and Kitchen Staff** – The Swan pub, Thames Ditton

2012 – 13

**English Teacher** – Bell-Beyond English Language Learning, Jesi and Termoli, Italy; Pedreña, Spain

## **Aside from reading and travelling...**

I enjoy: cooking up a feast; discovering new music; surfing when it’s sunny; snowboarding when it’s cold; wandering around a city without a map, hiking through the mountains with one; growing lemon trees from seed, hoping one day for a lemon.

I have written, illustrated and published two books.