



PROFILE

Hybrid creative with a background in design, digital marketing and music. Experienced in developing campaigns and creative content for agencies and brands including Snap, Reddit, Microsoft and ROLI. Currently studying Creative Advertising at SCA while continuing to freelance. Recent D&AD New Blood Pencil winner for the Canesten brief as part of an SCA creative team.

SKILLS

Art Direction • Copywriting

Campaign Development

Creative Strategy • AI • Lovable

Content Production • Social & Digital

Creative Research • Adobe Creative Suite

EDUCATION

Creative Mastery Course, The School of Communication Arts (SCA)

SEPT 2025 - JULY 2026

Diploma in Digital Marketing, Digital Marketing Institute

2021

B Des Honours in Jewellery & Design

2012 - 2015

HOBBIES & INTERESTS

Cats • Music • Art • Film • Tech

Comedy • Ideas • Pink

EXPERIENCE

Freelance Creative

INDEPENDENT | FEB 2024 - PRESENT

- Develop social content, copy and strategy for artists, brands and agencies.
- Lead creative ideation, art direction and content production across social-first campaigns.
- Create copy, design and motion for entertainment and FMCG brands, including emerging kids' brand Slurpz.
- Produce and manage the Variety Show Podcast, from episode development and delivery to promotion, social copy and stakeholder collaboration.

Social & Community Manager

ROLI | JUN 2023 - JAN 2024 (FTC)

- Managed social media for LUMI and ROLI, increasing engagement by 200%.
- Developed launch strategies for music hardware and software; facilitated partnerships including Fred again.. and Mike Dean.
- Collaborated with OK COOL on content strategy and creative development; provided music supervision across video projects.

Digital Content Coordinator

CONNECTION CREW | OCT 2022 - JUN 2023 (FTC)

- Developed social content using Photoshop, Canva and Frame.io; produced TikTok and video content supporting new business growth.
- Worked with TBWA on digital out-of-home recruitment campaigns across London.
- Created motion graphics and managed channels across WordPress, Trello and Hootsuite.



EXPERIENCE

Creative Projects Executive

BLUESTRIPE AGENCY | DEC 2021 - OCT 2022

- Project managed podcasts and live events for Snap, Reddit, Waze and Microsoft.
- Delivered Reddit's Cannes Lions event, 'A Woman's Place Is In The Room,' and developed B2B content strategy for podcast and branded-content projects.
- Managed projects from briefing to delivery, including budgets and stakeholder presentations.

Marketing Executive & PA to Principal

BIMM INSTITUTE | MAR 2020 - DEC 2021

- Coordinated digital marketing and CRM at the BIMM Dublin campus.
- Produced applicant-focused events, webinars and industry talks, including a careers seminar with Grammy-nominated band Fontaines D.C.
- Created content using Adobe Creative Suite, Canva, Sprout Social and Mailchimp; interviewed artists and wrote copy for BIMM Life magazine.

Product & E-Commerce Manager

WORLD COIN CUFFLINKS | 2013 - 2019

- Oversaw sales across Amazon, Etsy and the brand website.
- Achieved 150% annual sales growth through Amazon FBA and SEO optimisation.
- Managed CRM and CMS systems and studio operations.
- Developed social media strategy and fulfilled VIP and corporate orders.