

Lead Content Designer

Highly motivated Lead Content Designer with over 10 years' experience delivering websites, digital magazines and engaging content according to brief and in line with brand voice and ethos. Content creator adept at utilising SEO best practices to achieve organic media goals while guiding executives on formulation of digital strategy and design. Articulate communicator with demonstrated ability to build robust and long-lasting relationships with diverse groups, including senior management and external stakeholders such as agencies. Proficient at measuring content and channel performance using Google Analytics. Dedicated leader with demonstrated ability to manage teams and mentor individual members to ensure professional development.

Areas of Expertise

- ◆ Website design
- ◆ Writing for the Web
- ◆ Digital Asset Creation
- ◆ Content Metadata Management
- ◆ User Experience & User Interface Design (UX/UI)
- ◆ Content Management Systems
- ◆ CSS and HTML
- ◆ Stakeholder Management
- ◆ Adobe Creative Suite & WordPress
- ◆ Content Design & Management
- ◆ Audience Research and Data Analysis
- ◆ Leadership & Mentorship

Professional Experience

Wendy Corbett Digital, Worcestershire

Specialist in helping organisation's research, write, create and manage websites, digital magazines and online content, including text, images, video and other media.

Associate Lecturer at The University of Worcester specialising in Creative Digital Content and designing content for the web and digital media.

University of Worcester, Worcester Lead Digital Content Designer and Associate Lecturer

2019 – Present

Manage two digital publications serving as university assets and lead team of four Digital Creative assistants, consisting of staff and students. Employ blended learning techniques to deliver lectures and prepare online presentations for tutorial sessions. Draft formative and summative assessments to evaluate student progress and provide comprehensive feedback. Set consultation hours to academically support students individually and in groups, while recording class attendance. Cultivate engaging and student-led learning environment by encouraging scholars to tackle real-world problems using Coca-Cola, NHS, and NUS industry briefs.

- Launched two university digital publications, including susthingsout.com, which earned recognition in the academic world via three academic papers and conference presentations on its successes.
- Conceptualised and executed successful student behaviour change campaigns, including recycling and energy efficiency drives.
- Spearheaded curriculum development and delivery of Digital Creative Content and Visual Language in Digital Media Courses.

University of Worcester, Worcester Digital Content Creative/Graphics & Multimedia Associate Lecturer

2011 – 2019

Directed course delivery of graphics and multimedia subjects by preparing presentation slides and formulating tests and assignments. Reviewed assessment results and interacted with students to deliver feedback boosting performance. Consulted with students regularly to offer guidance on course materials and academic progress while demonstrating ability to engage students in class and develop positive learning environment.

- Earned consistently high student satisfaction scores by offering interactive lectures targeting student development.

Worcester City Council, Worcester
Senior Graphics & Multimedia Officer

2006 – 2011

Led creation of digital adverts and editorial copy, including exhibition graphics, printed reports, and digital assets such as websites and interactive publications to increase public interest in Urban Environment and Economic Development public consultation campaigns. Liaised with colleagues regularly to develop marketing strategy and discuss briefs. Crafted presentations for proposed designs and pitch to senior management for approval. Reviewed graphics prior to publishing and printing to ensure error-free reproductions.

- Boosted youth, minority groups, and public engagement in civil issues by developing targeted campaigns.

Additional Experience

Director of Marketing & Brand Communications, International Herald Tribune Newspaper, Asia/Pacific Region
Marketing Analysis Manager, News Corp. Australia, National
Corporate Marketing Communications Executive, Reed Midland Newspapers, Stourbridge

Education

Master of Arts in Design Studies

Central Saint Martin's College of Art and Design, UK

Bachelor of Arts Honours in Creative Digital Media 2.1

University of Worcester, Worcester

Higher National Diploma in Multimedia

Worcester College of Art and Design, UK

Professional Training

Postgraduate Certificate in Supporting Student Learning in Higher Education

University of Worcester, 2021

Technical Proficiencies

Adobe Illustrator, Photoshop, InDesign, Acrobat & After Effects, UI, UX, CSS, HTML, SEO, WordPress & Google Analytics, Site Security and Privacy Policy.