

PROFESSIONAL SUMMARY

I'm a brand strategist with a background in graphic design, marketing, and management. I've worked across entertainment, hospitality, fashion, and sports; fast moving industries that taught me how to juggle creative ideas and strategies with deadlines. With a BA in Graphic Design and an MSc in Marketing and Brand Management, I bring both creative thinking and strategic insight to the table. I am confident communicator and natural collaborator. I excel in presenting ideas and guiding creative development to ensure brand consistency and innovation.

EMPLOYMENT HISTORY

Marketing Project Manager – Localtime London | Nov 2025 – Current

London, Kensington

- Managed client relationships as the primary point of contact, ensuring campaigns aligned with objectives and expectations.
- Planned, coordinated, and executed multi-channel media campaigns, delivering projects on time and within budget.
- Prioritised and allocated resources efficiently, balancing multiple projects in a fast-paced environment.
- Contributed to media strategy development, supporting campaign planning and optimisation based on audience insights and industry trends.

Freelance Creative Brand Strategist – NaNa Cafe | May 2025 – Nov 2025

London, Covent Garden

- Delivered a comprehensive rebranding project, including a new brand identity, logo design, exterior signage, print materials, website design, and social media assets.
- Trained front-of-house teams on updated brand scripts and guest engagement cues, strengthening service consistency and guest perceptions.

Brand Designer and Manager – Tale of Talents | Jun 2021 – Current

London, Brentford

- Founded and managed the company, owning the end-to-end business strategy and brand identity, including concept, values, content, and visual system.
- Made strategic and operational decisions to support sustainable growth and expansion.
- Developed industry relationships and partnerships to strengthen market presence and business opportunities.
- Initiated and delivered innovative projects aligned with customer demand and market trends.
- Designed social media content and digital visuals using Adobe Creative Suite.

Freelance Graphic Designer – Tale Design Ltd | 2020 – 2025

London, Brentford

- Developed brand strategies and design systems that improved consistency and recognition with measurable results.
- Designed digital interfaces and branding solutions that increased user engagement through clearer UX/UI.
- Produced visual content for social campaigns that met quality standards and drove measurable audience interaction.
- Mastered Adobe Creative Suite (Photoshop, Illustrator and Indesign) and Canva to produce high quality assets and speed up delivery.
- Managed design projects from concept to delivery, producing on-brand marketing collateral and meeting deadlines.

Coordination Manager – The Pembridge Airbnb Hotel | Sep 2023 – Oct 2023

London, Notting Hill

- Resolved guest complaints promptly to restore satisfaction and preserve repeat bookings. Managed multiple front desk tasks during peak shifts to sustain consistent service levels and maintained precise reservation records and completed nightly reconciliations to ensure billing accuracy and prevent booking errors.

Intern Creative, Digital Designer – Seans Organization | May 2017 – Jan 2020

Turkey, Antalya

- Collaborated on digital design projects, leading group initiatives and ensuring all creative needs were delivered to a high standard.
- Strengthened problem solving, interpersonal, and presentation skills through team leadership, task coordination, and delivering internal presentations.

EDUCATION

MSc in Marketing & Brand Management | Jan 2024– March 2025

Kingston University, Kingston upon Thames, KTT

Completed an MSc in Marketing & Brand Management at Kingston University with distinction, focusing on strategy, management, operations, and organisational development to enhance professional expertise.

Bachelor of Arts: Graphic Design | Sep 2018 – Jun 2021

Hatfield, England

Notable Projects, Live Briefs

- DixonBaxi: Created the Brand Identity for SKY Originals.
- Checkland Kindleysides: Re-branded Pizza Express.
- Droga5: Developed a campaign for Amazon Alexa.
- KOTO: Launched a new brand.
- D&AD: Refreshed Grey Poupon's brand identity

Foundation Degree in Arts: Arts | Sep 2016 – Jun 2017

EF Academy, Oxford

CERTIFICATES

UX/UI Design Course Certificate | 2023

Experience Hause

CIM | 2024

Certificate in Professional Digital
Marketing

CONTACT

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