

CREATIVE PORTFOLIO

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HEY! ABOUT ME

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ABOUT ME

Throughout my career, I have specialised in breathing new life into underperforming digital ecosystems. What sets me apart is my ability to approach digital strategy holistically. I understand how social media, SEO, email marketing, press coverage, and website content must work together to create a seamless and compelling user journey. I combine data-driven insight with strong storytelling to ensure messaging is engaging, effective, and aligned across all channels.

My experience spans a diverse range of sectors, including logistics, manufacturing, skincare, flooring, and charitable organisations. Alongside this, my freelance portfolio showcases design, website, and SEO work for clients across the logistics, surveying, and wedding industries, further strengthening my ability to adapt strategies to different audiences and markets.



VISION & MISSION

VISION:

To transform fragmented digital ecosystems into cohesive, high-performing experiences that connect brands with their audiences in meaningful and measurable ways. I aim to set a standard where creativity and data work in harmony, delivering digital strategies that not only capture attention but drive sustained growth.

MISSION:

To revitalise and elevate digital presence through a holistic, insight-led approach that integrates social media, SEO, email marketing, PR, and web content into one seamless journey. By combining strategic thinking with compelling storytelling, I create tailored solutions that resonate with diverse audiences, strengthen brand identity, and deliver tangible results across industries.

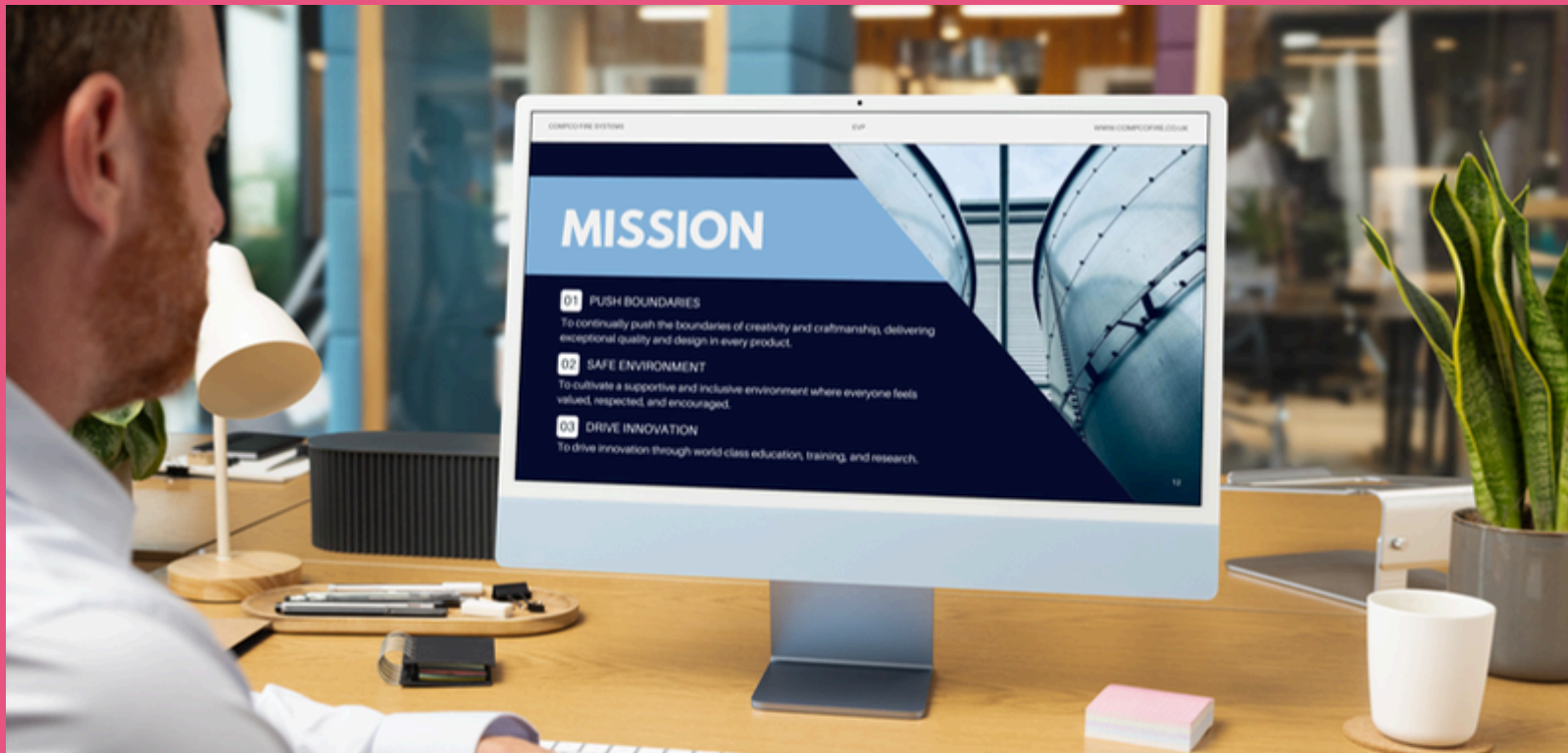
BRAND FOUNDATIONS



BRAND FOUNDATIONS CREATE THE BASIS FOR A CLEAR AND CONSISTENT IDENTITY.

My work includes developing logo systems, defining brand guidelines, and shaping an employer value proposition that communicates a company's values and culture. Together, these elements establish a cohesive visual and verbal direction that supports both internal engagement and external brand recognition.





PITCH DECKS



DESIGNED TO COMMUNICATE IDEAS CLEARLY, CONFIDENTLY, AND WITH IMPACT.

My work focuses on structuring compelling narratives and designing visually engaging slides that support key messages. The result is presentations that not only look professional but also help teams pitch ideas, share strategies, and engage their audience effectively.



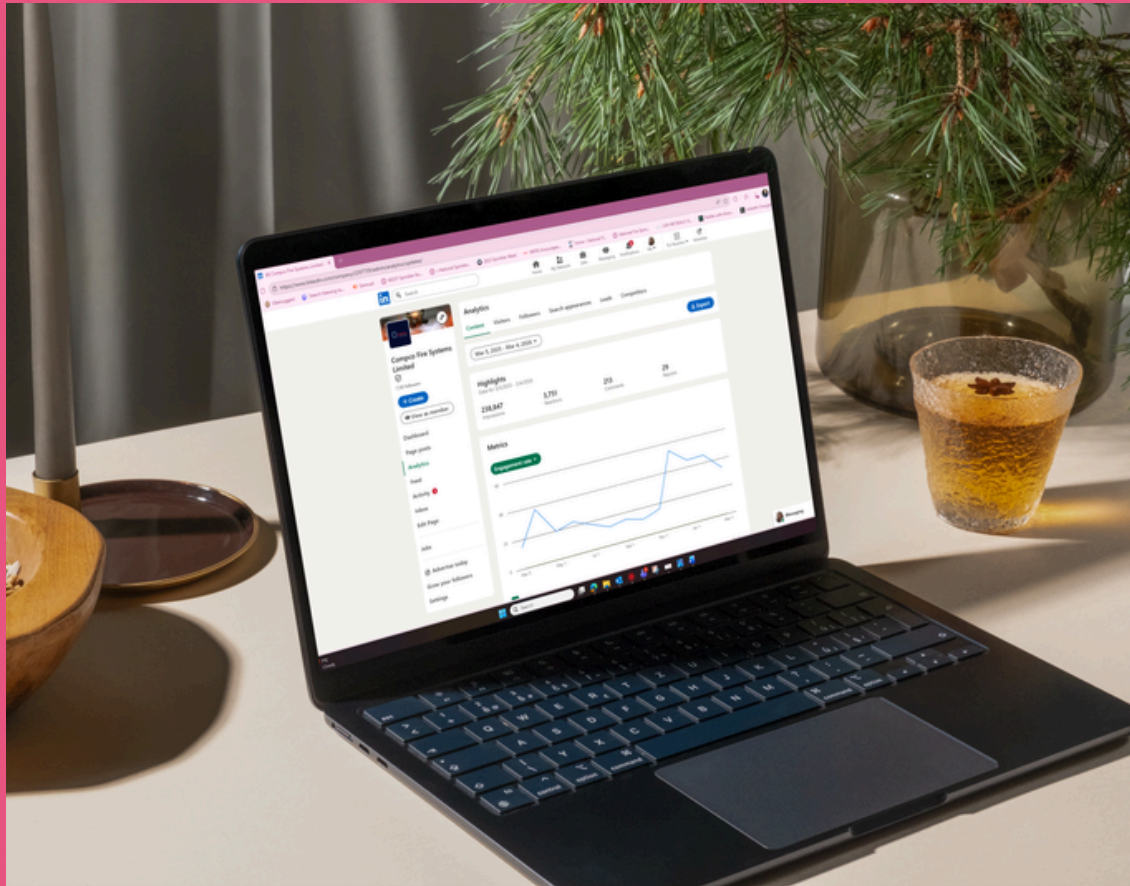


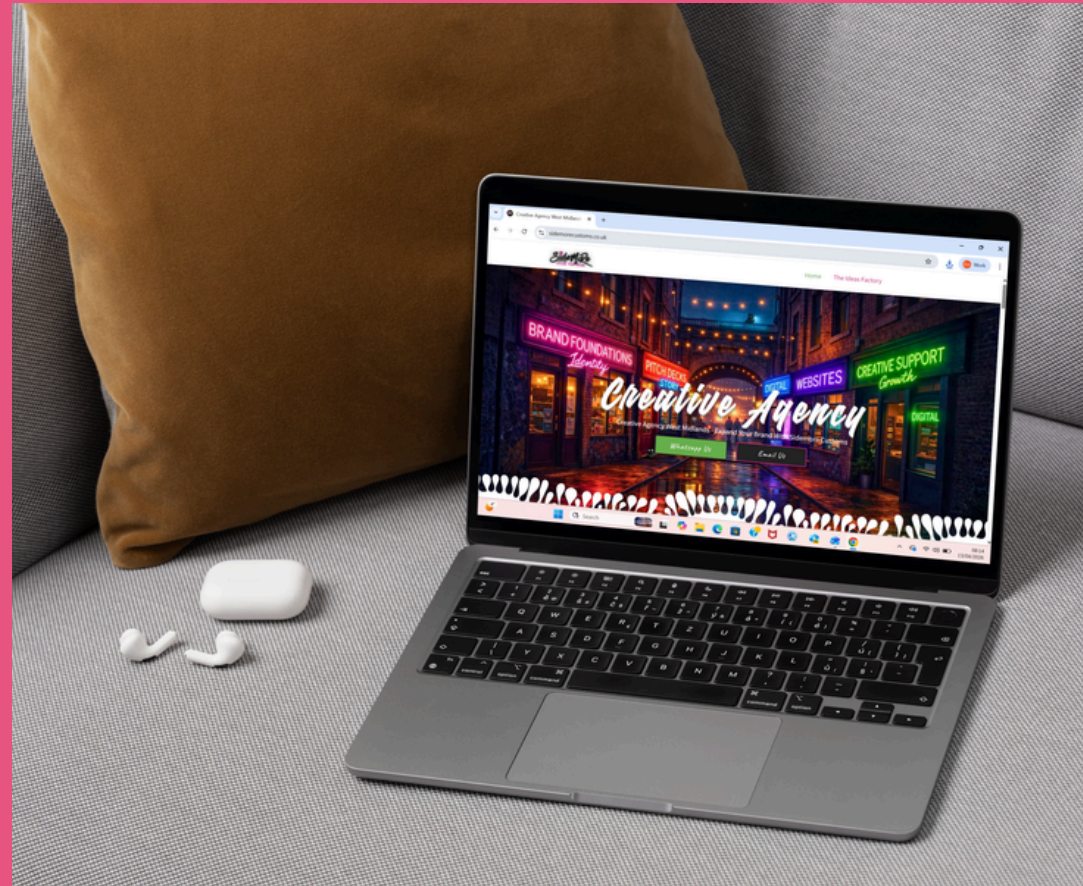
WEBSITES, DIGITAL & SEO

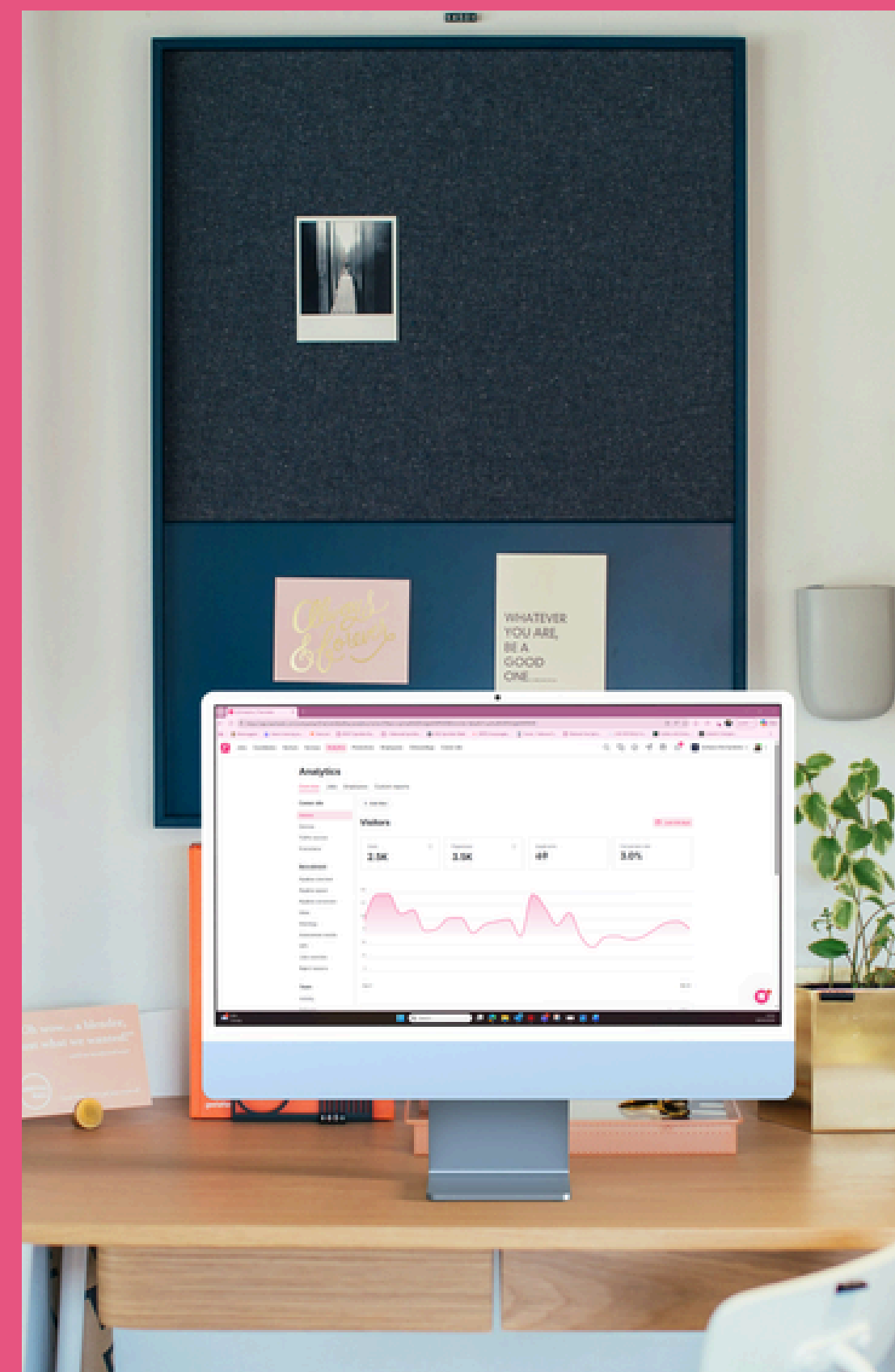
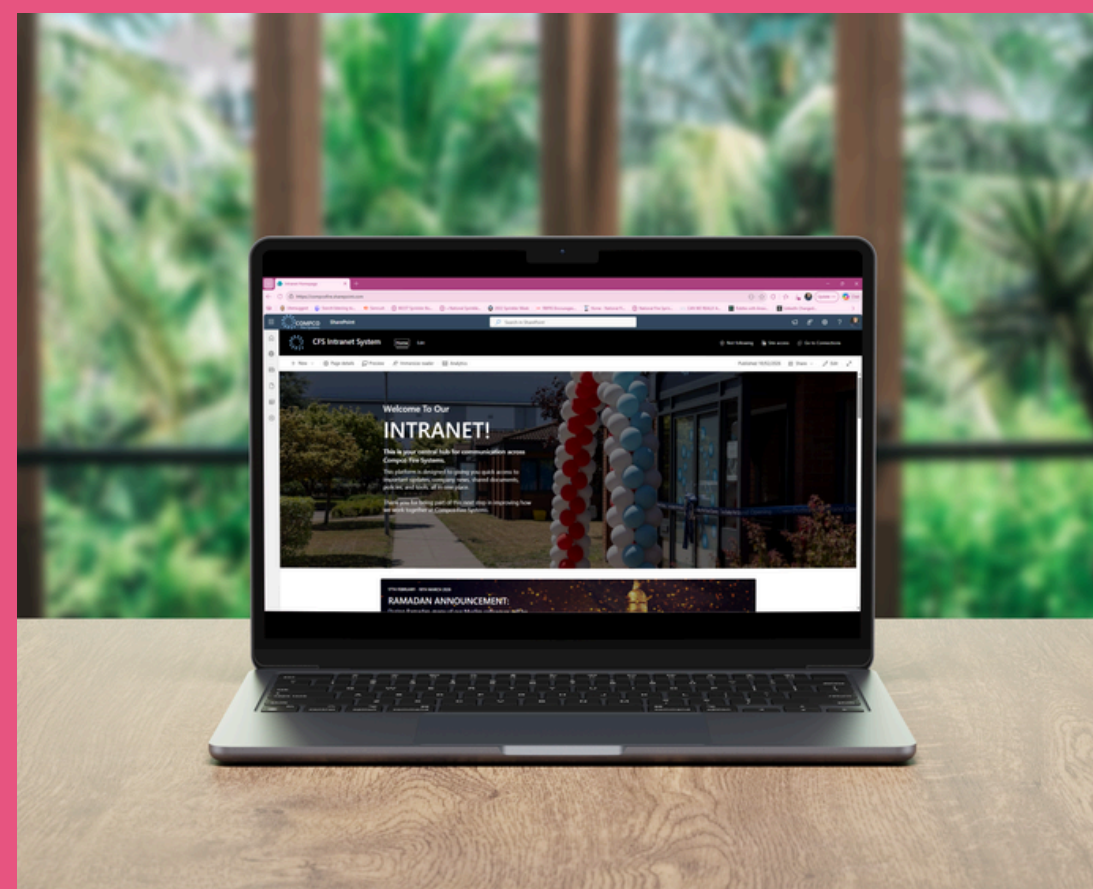
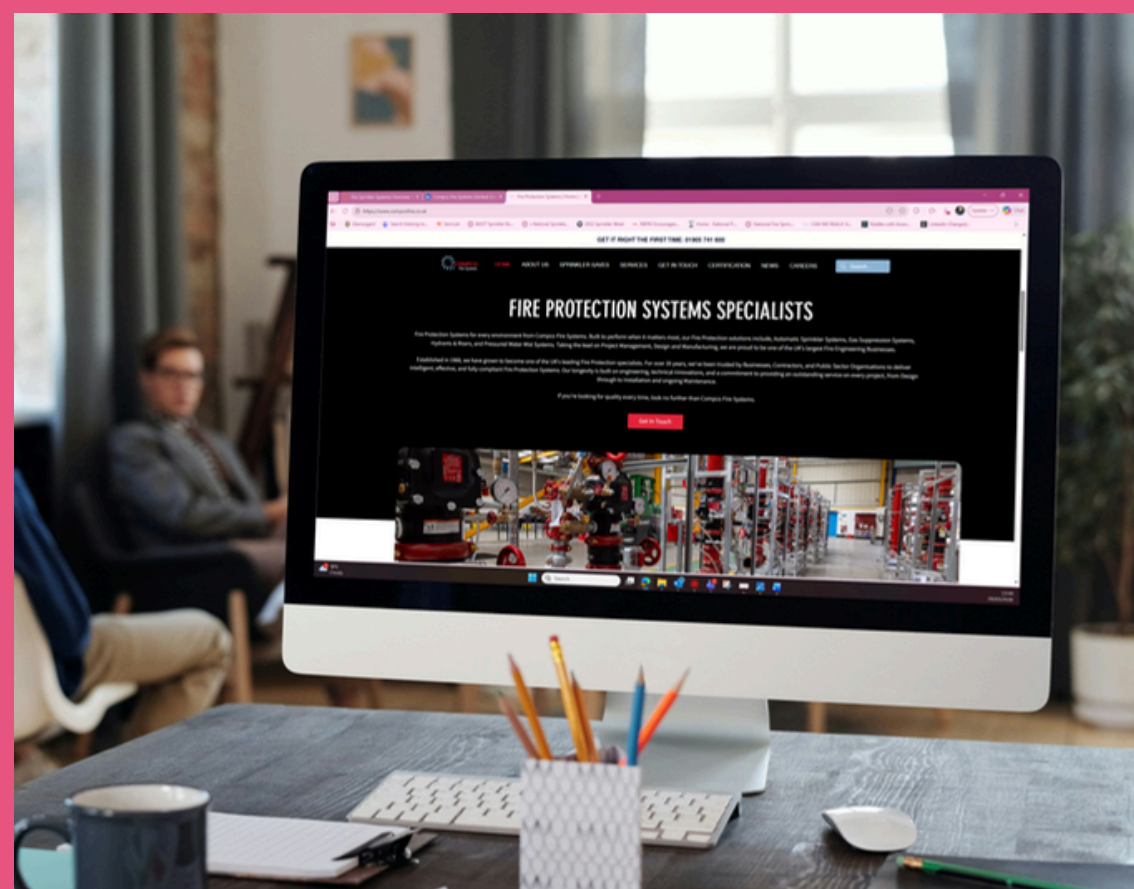


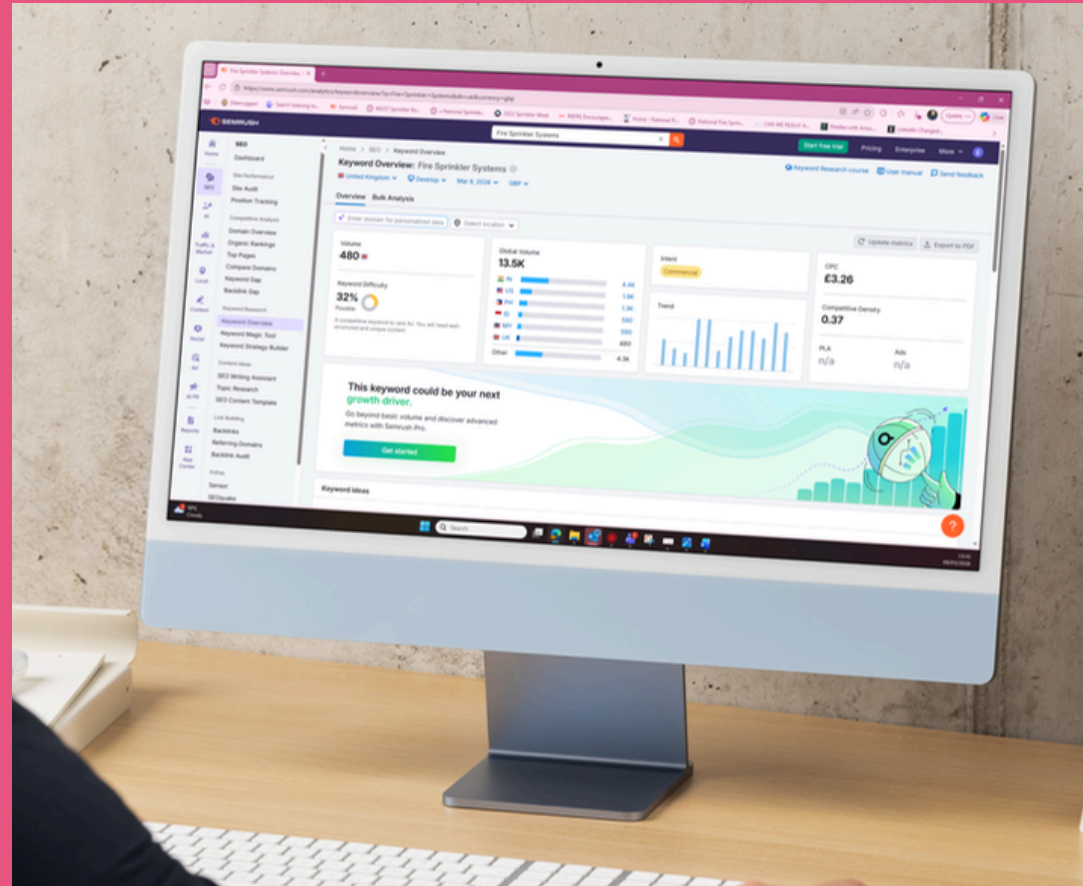
CONNECT ORGANISATIONS WITH THEIR AUDIENCES ACROSS MULTIPLE ONLINE CHANNELS.

My work focuses on the design, management, and maintenance of websites and digital communications. Experienced with WIX, WordPress, Elementor, SharePoint, Planable, and Hootsuite, I deliver consistent, on-brand content that strengthens visibility and engagement, alongside managing targeted advertising campaigns across Google and Meta platforms. I create SEO-optimised content across blogs, web pages, and job descriptions to drive organic traffic. Using tools like SEMrush and AnswerThePublic, I conduct keyword research, analyse trends, and identify opportunities to improve performance. I apply data-driven insights to refine strategies, boost rankings, and maximise reach.









CREATIVE SUPPORT



CREATING VISUALLY CONSISTENT, BRAND-ALIGNED CONTENT TO ENHANCE ORGANISATIONAL COMMUNICATION.

I have delivered creative support across marketing print collateral, email communications, and internal communications. This work includes designing materials such as flyers, retractable banners, large-format banners, and business cards producing visually consistent, brand-aligned content to enhance organisational communication. I have also created and managed email campaigns using Mailchimp and Zoom Mail and led the creation and management of events ranging from Corporate Golf Days and Awards Evenings to Christmas Parties, Charity Fire Walks and Food Bank Donation initiatives.

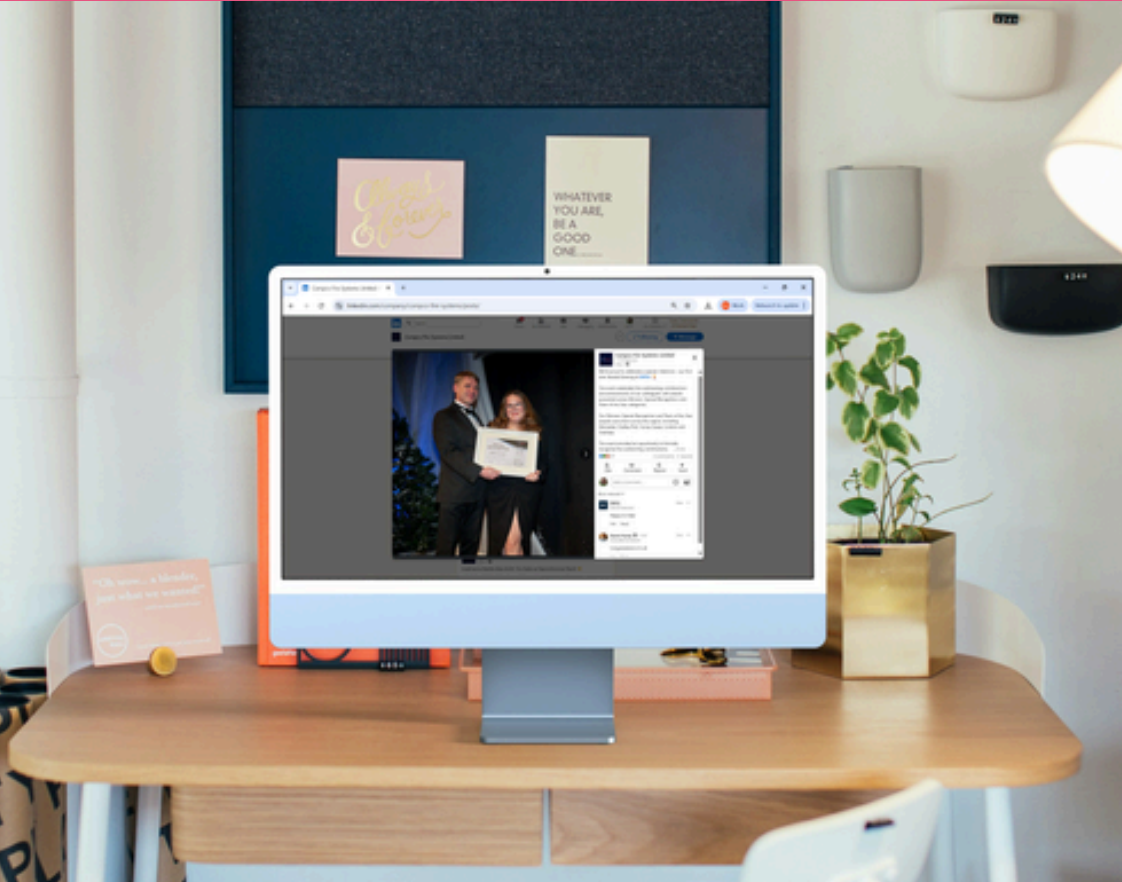












MV FEEDBACK

EM DOES A FANTASTIC JOB IN SPEARHEADING THE MARKETING STRATEGY AT COMPCO FIRE SYSTEMS. HER HIGH QUALITY TO DETAIL ENSURES THE CONSISTENT PRODUCTION OF ATTRACTIVE & ENGAGING MARKETING MATERIALS.

SHE HAS STEPPED INTO A NOVEL ROLE AND HANDLED THIS CHALLENGE WITH GRACE, PROVIDING HER EXPERTISE TO CAREFULLY GUIDE & SUPPORT THE TEAM. HER PERSONABLE, PASSIONATE, AND HARDWORKING ATTITUDE MAKES HER A CREDIT TO ANY BUSINESS.

ABIGAIL OLDROYD, COMPCO FIRE SYSTEMS



MV FEEDBACK

ONE OF EM'S MOST OUTSTANDING QUALITIES IS HER EXCEPTIONAL INTERPERSONAL SKILLS. SHE BRINGS A REFRESHING ENERGY & ENTHUSIASM TO EVERYTHING SHE DOES.

HER PASSION FOR HER CRAFT IS INFECTIOUS & SHE APPROACHES EACH TASK WITH DEDICATION & DETERMINATION, CONSISTANTLY DELIVERING RESULTS THAT EXCEED EXPECTATIONS.

IT IS WITH GREAT CONFIDENCE THAT I RECOMMEND EM FOR ANY FUTURE ENDEAVOURS SHE MAY PURSUE. I DO NOT DOUBT SHE WILL CONTINUE TO EXCEL AND INSPIRE THOSE AROUND HER.

MATTHEW ALLDER, NETTL WORCESTER

