



EMMA BAINES
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Creative and strategic with extensive experience in producing content for successful, multi-channel marketing campaigns, leading to stronger brand awareness, high customer engagement and sales growth.

SKILLS

- × Photoshop
- × InDesign
- × Illustrator
- × Lightroom
- × Premiere Pro
- × MailChimp
- × Basic HTML & CSS
- × Wordpress
- × SquareSpace
- × Google Analytics
- × Microsoft Office

EDUCATION HISTORY

Sheffield Hallam University
BA (Hons) Graphic Design
[Advertising] 2.1
Graduated 2010

**Cardinal Newman College,
Preston**
A-levels, 2007
A B B

All Hallows RC High School
11 GCSE's A*-B

CURRENT EMPLOYMENT

Marketing Manager

PADSTOW WINE COMPANY / PADSTOW DISTILLING
Wine merchant, spirit producer and high-end bar
August 2021 - current

MAIN ROLES AND RESPONSIBILITIES

- × As the sole employee of this newly-formed company, my role is expansive, having to manage multiple tasks without colleague support
- × Emphasis on digital communication to increase brand awareness and grow online sales
- × Strategic planning and implementation of marketing and advertising for digital and offline channels
- × Planning targeted content for key audiences for all touch points and executing to finished product through photography, videography and written media
- × Increasing customer acquisition and lead generation with the implementation of quality targeted content through email marketing and social media
- × Refining and developing the brand's aesthetic, creating a consistent look and message for all content relating to the brand
- × Creating and managing multiple websites, responsible for all aspects of customer journey from performance to style and functionality

KEY ACHIEVEMENTS

- × Increase in key metrics during first four months of employment - website sales: +209% Revenue / +95% visits / +72% conversion compared to previous period
- × Independently creating a new e-commerce website from scratch, producing all original content
- × Taking on the role of sole photographer for the brand and producing high quality, considered content

CURRENT EMPLOYMENT (FREELANCE)

Marketing Consultant

RETROSPECCED - vintage upcycled glasses |
February 2021 - current

- × Shaping the marketing strategy and planning campaigns
- × Creating engaging content relevant to identified customers
- × Managing the email database, analysing data and tailoring campaigns →

PERSONAL INTERESTS

I spend much of my spare time working on illustration projects. In 2020 I self-published my first children's book and now run an Etsy store to showcase my work. I also work on various freelance projects usually with local clients.

Keeping fit, healthy and enjoying the outdoors is of high importance to me, yoga is my go-to and I have always relished being in nature (usually with my lovely dog Marvin), enjoying surfing, scuba diving, snorkelling, trail running and road biking.

PREVIOUS EMPLOYMENT

**Marketing Manager
(Previously Visual Brand Manager)**
FOURTH ELEMENT -
Sustainable & innovative oceanwear
October 2016 - August 2021

MAIN ROLES AND RESPONSIBILITIES

- × Manage the strategic planning and implementation of marketing campaigns for both D2C and B2B
- × Part of the senior leadership team, guiding company objectives and aligning department goals, steering the direction of the marketing team
- × Develop and lead the aesthetic of the brand to an international audience
- × Co-ordinate company-wide projects and product launches
- × Plan, create and edit engaging, rich content for digital and print campaigns
- × Imagery: model, photographer and location sourcing, art direction on shoot, retouching, formatting and presentation
- × Video: Story boarding, directing and editing
- × Designing all digital and print marketing materials including packaging, brochures, store interiors, advertising and product graphics
- × Creating email campaigns and automated series for customer databases
- × Designing website content across several platforms and managing user experience

KEY ACHIEVEMENTS

- × Using strategic campaigns and creating engaging content to see

a 39% increase in direct sales through the 2020 pandemic. 164% increase since 2017 when I began managing direct sales.

- × Overhauling the brands aesthetic to re-position the company as recognised leader within the diving industry
- × Streamlining the companies communication channels and spearheading projects to innovate our working practices

Creative Artworker

HENRI LLOYD -
Sailing and lifestyle clothing
November 2014 - September 2016

MAIN ROLES AND RESPONSIBILITIES

- × Creating on-brand artwork for Henri Lloyd UK retail and national distributors
- × Designing print materials: brochures, product range folders, retail key product selling tools, store graphics, POS
- × Designing web content and using CMS
- × Designing, coding and scheduling emails to databases
- × Creating and managing social media content
- × Maintaining branding throughout company materials

KEY ACHIEVEMENTS

- × Demonstrating excellent time management and efficiency in a busy and demanding environment with limited resources
- × Accruing skills in HTML and web management to organise website, blog and email database in absence of an e-commerce manager, responsibilities which

were later integrated into my own role

- × Working closely with e-commerce manager to develop a new look and feel for web site resulting in increased sales YOY

Graphic Designer - Design Manager (Previously Junior Designer)

MILANO PRO SPORT -
Gymnastics clothing
September 2010 - November 2014

MAIN ROLES AND RESPONSIBILITIES

- × Managing a small design team
- × Meeting with clients and athletes
- × Designing and pattern cutting garments
- × Creating graphics for leisurewear
- × Designing print and online promotional materials
- × Organising and directing photo shoots
- × Retouching photographs

KEY ACHIEVEMENTS

- × Leading the project to enter new market in cheerleading apparel
- × Designing for national teams at televised events: Commonwealth Games 2014 , World Championships 2010-14
- × Creating garments for Spellbound at the Royal Variety Show, Ant & Dec, Children in Need, British Championships and London 2012 Olympics
- × Organising and directing Club Brochure launch fashion show at Trafford Centre Manchester in 2013