

aimée davies

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British
Full UK driving license

About

- Business woman with over 21 years experience in B2B (B2C in last 4 years).
- Manager of numerous team projects ranging from new product development (both for manufactured and digital products) to co-ordinating exhibitions and keynote speaker events – all with a strong focus on shared learning and ROI.
- Founder of **aimeecreative.com** specialising in communications and branding for start-up's, social enterprises and third sector organisations. Services include marketing consultancy and graphic design for print and online.
- Strategic planner with proven sales and business development success.
- Exceptional organiser including experience working as a PA at both CEO and Director level. A trusted co-ordinator who works well with teams to ensure delivery of targets.

Skills

Communication: Excellent interpersonal skills; can communicate effectively and clearly with people of all ages and social backgrounds.

Project Management: Proven ability to collaborate and negotiate several projects at once; able to prioritise effectively; tidy, meticulous worker.

Systems: Mac and PC user. Excellent working knowledge of Adobe Illustrator, Photoshop, InDesign and Fireworks, working efficiently with style sheets, grids, clearly labelled layers and workflows. Website design and build with WordPress.. Experience using MailChimp, Wufoo, Survey Monkey, Trello and Salesforce CRM. Highly proficient in Microsoft Excel, Word, and PowerPoint.

Employment History

Apr 2012 – Present Day – aimée creative (Freelancer)

Branding specialist and project manager working with SME's, solo-entrepreneurs and socially responsible organisations offering design, marketing and project support.

- Logos and brand identities, corporate stationery, flyers and postcards, newsletters, leaflets and brochures illustrations and info graphics. Web design and build.
- Consultancy and marketing support covering traditional marketing channels together with content planning / inbound marketing (social media.)
- Stand design, event planning and PR support
- Art direction on product / promotional photo-shoots.
- Project management including new product development and business improvements.

My portfolio can be found on aimeecreative.com

Some of my major marketing and design contracts include:

- **Diversified Business Communications – Marketing**

- Consultant/Project Manager (November 2013-February 2014)**

- I stepped in to both review and manage the development of a new online product concept. Researched suggested the product would not be viable without a substantial change in direction and further investment. The company decided to stop production and I was invited to investigate other product ideas before my contract ended.

- **Trillion Fund – Artworker (July 2013 – September 2013)**

- I designed regular weekly info-graphics adapting royalty free vectors and also producing bespoke graphics. from scratch. I also provided assets for a short film / animation concept.

- **Sussex Housing & Care – Governance, Information and Design Manager (March 2015 -July 2016).**

- I co-ordinated and administrated the associations regular Board and committee meetings alongside managing the Associations AGM and away days, including a keynote speaker event. The role saw me working closely with both the Board and Senior Management Team and saw me offering PA support to the CEO as needed. My key role during the year was to provide consultancy on how administration, record keeping and process could be better organised whilst ensuring 'business as usual/better business'. This work included taking a lead role in a board recruitment and induction project and in building a new shareholder and governance database. Substantial improvements were made to the management of governance over the 16 months before it was handed over to a newly created Executive Assistant role. During this time I also provided design and marketing support to the communication team and was involved in a number of creative projects, including a new website and social media project and a proposed visual identity refresh project. In addition I helped plan and deliver several staff away days, assisted with video production and photography as needed and took the lead on assisting the department head with setting and monitoring the departments budgets.

Jun 2009 - Mar 2012: The Prescription Training Company

Marketing Manager / Office Manager (Freelance > PAYE from Apr 2011)

Marketing & sales support for a small training company in Shoreham, specialising in medication training for carers and nurses. Company commissioned by local authorities and private care providers. Managed day-to-day running of the office.

- Updating website. Production of all promotional and training materials.
- Budget keeping, forecasting and monitoring company sales performance.
- Overseeing all marketing campaigns, including telesales and business development (represented the company at key events and conferences).
- Recruitment of staff and commissioning of 3rd party services
- **I helped to grow the business from just 2 trainers and 6 local authority contracts in Sussex to 4 trainers covering a total of 13 contracts some 2 years later. Helped acquire several new contracts in London, the Midlands and the North.**

**February 2009- April 2011: Freelance
Graphic Design & Marketing Services**

Providing print, web design, marketing services on demand for small to medium sized businesses. Dedicated one day a week for continued professional development. Training included online tutorials and work on 'mock' projects following degree syllabuses and reading lists.

**March 2008- February 2009: Southdown Housing Association
Marketing Comms Assistant/Artworker (Temp > PAYE from May 2008)**

Responsible for the design and update of printed and digital media; newsletters, customer magazine, website and leaflets. Design of new logos and collateral for newly commissioned services and projects.

- **Redesigned the Southdown Housing logo and created a sector specific communications strategy to successfully communicate Southdown Housing's services and strengths.**

**Oct 2007 - May 2008 : Hiatus (Travelling around Europe)
& Temp work (Various)**

I was offered a sales position whilst working as a temp updating a database for Diversified Communications for the Natural and Organic Trade Show. This was declined in order to pursue a marketing /design career path. A two month contract at South Housing Association, followed providing design and marketing assistance, I was invited to apply for the full time position and was I accepted.

**June 2005 - October 2007: Concord Lighting Ltd.
Marketing Communications Executive / Junior Designer**

Responsible for the design and update of all printed and digital media; newsletters, catalogues, website, electronic bulletins. Mentored and trained by senior graphic designer / department manager.

- **Designed, built and manned over eight exhibitions (UK and International).**
- **Redesigned elements of the company website. Added new flash product showcases to the website to launch new products and highlight key features. (Won award)**

June 2005 – October 2007 Concord Lighting Ltd.

Product Marketing Manager

Responsible for new product development and marketing for leading range of architectural lighting products providing technical support, training and presentations to UK and international teams.

- **Direct sales and after-sales support for key retail customers including; Next, House of Fraser, British Museum, Debenhams, Laura Ashley and Tate Galleries.**
- **Co-ordinated and formatted team presentations and training materials (Head hunted internally to form new in-house communications department and diversified into design)**

July 2001 – June 2005 Concord Lighting Ltd.

PA to Marketing Directors / Marketing Assistant (Summer Job > PAYE Aug 2008)

Support to the Sales and Marketing Directors. Organised all travel arrangements for the company and VIP site visits. Left university as offered a full time role and place on a part-time marketing degree (fees paid). Closely trained and mentored by the UK Marketing Manager.

Education

2016	Prince 2 Currently studying. Examination planned for late October
2005- 2011	Continued Professional Development (Graphic Design) Home study – 1 day a week
2001-2004	University of Brighton BA Marketing (Part Time)
2001 Summer	Chartered Institute of Marketing Successful Product Management – 2 day course
2000-2001	Imperial College London BSc Equine Science (Full Time) – Foundation year
1995-2000	Seaford Head Community College 3 A-levels: Biology (A) Chemistry (D), French (D) *GCSE's B's & C's

Other Interests

I have a passion for art and design and follow several creative blogs. I actively sketch and enjoy creating pattern illustrations in pen and ink. For several years I have volunteered at Ampersand typography conference and also at the D'Construct conference, organised by Clear Left. I have also volunteered at Ted X Brighton and exhibited at TedX Ideas lab, as part of a collaborative project with Demsoc in 2013.

I love nature and the great outdoors, everything from sailing, mountain biking, rock climbing and horse riding. Back in March I rescued a young event horse who, due to injury and neglect, was set to be destroyed by his previous owner. Rehabilitation has been slow but I hope to be able to compete in dressage and do some jumping and events with him next spring.