

Creative digital designer & marketer blending design, web, and strategy to deliver measurable results.

Employment

CotswoldXL/CotswoldXL Magazine - Digital Designer & Marketer (Remote) | 2023–Present

- Led redesign of CotswoldXL Magazine site: +38% clicks, +42% engaged sessions, +82% conversions
- Plan, design, and launch websites, automations, and campaigns for diverse clients
- Drive CRO, SEO, and content strategies for agency and clients
- Coordinate projects and collaborate asynchronously with remote teams using Asana

CotswoldXL - Junior Graphic Designer (In-House) | 2019–2023

- Created content and graphics for 20+ businesses
 - Designed published print magazine and various collateral for SME's
 - Supported branding and website projects for clients
-

Selected Freelance Projects

Freelance digital consultant for SMEs, delivering 15+ web, branding, and marketing projects alongside my full-time role.

- Jworx Automotive: Revamped digital presence (+49% website conversion rate)
 - Martin Grinnell Funeral Services: Website re-optimisation (+38% clicks, +39.5% conversion rate)
 - Evesham Electronics: Created a memorable digital experience (+62% increase in engagement rate)
-

Key Skills [Explore my full skillset & proficiencies here](#)

- Design: Branding, UI/UX, Social Media, Editorial (Figma, Photoshop, Illustrator, InDesign, AfterEffects)
 - Web: Webflow, WordPress, Wix, Squarespace, HTML/CSS, JS, React, GSAP
 - Automation & AI: AI Agents (n8n), Make, Zapier, ChatGPT, Claude, Gemini, Midjourney, Cursor, Voiceflow
 - Marketing: SEO (Semrush), CRO (VWO, GA4), Email & Outreach (Brevo, Instantly), Content Creation (Premiere Pro)
 - Collaboration: Regularly collaborate with teams, present to clients, and coordinate projects with stakeholders.
-

Education

BA (Hons) Graphic Communication - University of South Wales | 2018
