

CREATIVE, DESIGN-DRIVEN MARKETING SPECIALIST

Started in design, moved into marketing, and now work where the two meet. I translate complex, regulated briefs into clear messaging and campaigns across web, email, print, video and partner media. Over six years at Ansell, I've built content ecosystems, delivered global launches and led creative from concept through production.

IMPACT HIGHLIGHTS

SEO: Led the Ansell Scientific blog strategy, prioritising topics and refreshes to strengthen non-brand visibility. Delivered ~12 blogs per year and refreshed 50–80 content pieces annually, improving internal linking and on-page SEO across key clusters.

Campaigns: Delivered 3-4 major global launches per year across NA, LAC, EMEA and APAC; coordinated 10-15 supporting initiatives with consistent multi-channel messaging.

Nurture: Built segmented Marketo nurture streams separating educational and product-led journeys, aligning CTAs to intent (blog-first vs product) to improve targeting and lead quality across global campaigns.

Production: Directed end-to-end photoshoots and video workflows (including green screen) and managed external production agencies, applying design-led creative direction to build reusable asset banks for global rollouts across web, print and partner media.

EXPERIENCE

Ansell | Marketing Specialist (prev. Design Specialist)

Aug 2019 – Present

Newmarket (Hybrid) | Global scope: NA, LAC, EMEA, APAC | Sector: Life Sciences & Cleanroom

- Owned end-to-end brief-to-launch delivery across web, email, partner media and sales enablement, aligning stakeholders across 4 regions.
- Led content governance across product pages and campaigns to reduce duplication, maintain compliance-safe claims and protect search intent.
- Partnered with product, regulatory, creative and regional teams to move work through approvals without losing technical accuracy.
- Managed trade publication placements end-to-end, aligning creative, timing, CTA and landing page journeys to campaign objectives.
- Directed creative and production workflows across agencies and internal teams, ensuring consistent execution across web, print and video.

Freelance Graphic Designer

Oct 2016 – Aug 2019

Clients included Nitritex, Manpower UK and others

- Delivered brand and campaign assets across digital and print for clients including Nitritex and Manpower UK, adapting creative to different audiences and briefs.
- Produced marketing collateral and production-ready artwork, coordinating stakeholder feedback and tight turnaround cycles.

- Designed yearbook covers and marketing collateral for print, and maintained the company website to support yearbook orders and customer enquiries.

CHANNELS & FORMATS

Digital

Landing pages, product pages, hub pages, SEO content strategy, internal linking

Email

Nurture campaigns, segmented flows, post-event sequences, sales enablement

Social

LinkedIn strategy and thought leadership distribution

Print

Magazine ads, gatefolds, DPS layouts, trade placements

Video

Process videos, photoshoot direction, green screen production

TOOLS & PLATFORMS

Google Analytics

SEMrush

Smartsheet

Marketo

AI tools (concept, storyboards, audio)

Adobe Creative Suite

HTML/CSS

Microsoft Suite

EDUCATION

BSc Software Development

Sheffield Hallam University, 2010