

BIO

With a proven track record of delivering innovative design solutions, I bring a unique blend of creativity and strategic thinking to every project. From conception to final production, I ensure that each piece not only captures attention but also aligns with strategic objectives. My ability to thrive both independently and as a collaborative team member makes me well-suited for dynamic environments.

Having honed my skills in established agencies like **PowWow Creative** and **emotive**, I've seamlessly transitioned to a successful freelance career in social media. This journey has not only enabled me to cultivate a substantial following across platforms like **Instagram**, **YouTube**, and **TikTok** but also provided opportunities to collaborate with industry leaders such as **Just Eat**, **Rocket League**, **League**, and **Bumble**.

My commitment to excellence and passion for pushing creative boundaries perfectly align with the multidisciplinary approach. Whether crafting engaging content, brainstorming innovative ideas, or collaborating with diverse teams, I am eager to leverage my skills and contribute to impactful projects in the YouTube marketing space.

SKILLS

Proficient in Adobe Creative Suite: **Photoshop**, **InDesign**, **Illustrator**, and **Animate**

Experienced in video editing with **Final Cut Pro**, **Camtasia** & **DaVinci Resolve**

Skilled camera operator with expertise in capturing dynamic visuals for diverse content formats

Proficient in audio recording and editing, ensuring high-quality sound for video production

Knowledgeable in lighting techniques to enhance visual storytelling and create engaging content

Familiar with AI software and modern technologies, staying abreast of emerging trends and tools in content creation and production

EDUCATION

September 2007 - July 2010

UCA, EPSOM

BA (Hons) Graphic Design

September 2005 - July 2007

KINGSTON COLLEGE, SURREY

National Diploma in Art & Design

EXPERIENCE

Social Media Content Creator

London, United Kingdom | February 2019 - Present

- Established a prominent online presence across **Instagram**, **YouTube**, and **TikTok**, amassing **over 100,000 followers** by consistently delivering engaging and innovative content.
- Collaborated with leading brands including **Just Eat**, **Rocket League**, **Bumble**, and **Squarespace** to conceptualize and produce captivating content tailored for various social media platforms.
- Applied multidisciplinary skills in design, video editing, and storytelling to craft content that not only resonates with audiences but also drives engagement and brand awareness.
- Leveraged expertise in **Adobe Creative Suite** and **Final Cut Pro** to ensure high-quality production standards across all projects.
- Demonstrated adaptability and creativity by exploring new trends, formats, and platforms to maintain relevance and reach wider audiences.

emotive.

London, United Kingdom | AUGUST 2017 - February 2019

- Led day-to-day design responsibilities at emotive, crafting innovative executions for global clients and meticulously aligning with their brand guidelines.
- Created successful campaigns for clients such as **Merck**, **PTC**, **ViiV**, **Galapagos**, **Gilead**, **Alexion**, **Allergan** and many more.
- Ensured the timely completion of all tasks within agreed-upon hours, maintaining a commitment to excellence.
- Played a pivotal role in fostering a collaborative team environment by providing support and mentorship to junior and graduate team members, ensuring the delivery of high-quality work across the entire team.

PowWow Creative

London, United Kingdom | July 2010 - May 2015

- Spearheaded impactful campaigns across diverse sectors, achieving outstanding results for clients including **Farmers Weekly** (Agriculture), **Flight Global** (Aviation), **Age UK**, **Christian Aid** (Charity), and **Salvatore Ferragamo** (Luxury) in both domestic and international markets.
- Demonstrated versatility in handling campaigns targeting both business-to-business and consumer audiences, consistently applying strategic thinking and creativity to every project.
- Elevated to the role of a mid-weight designer, showcasing leadership skills by taking on the responsibility of recruiting and mentoring a university graduate.
- Successfully oversaw the professional growth and development of the recruited talent, ensuring a high standard of design output within the team.

Naked Penguin Boy Ltd

London, United Kingdom | May 2010 - July 2010

- Completed a 3-month internship at Naked Penguin Boy, a vibrant digital design agency, immediately following graduation.
- Demonstrated proficiency by creating the entire set of illustrations for an **ITV Aviva** online game, significantly contributing to its success with millions of users on the **ITV website**.
- Played a key role in producing graphics for a Christmas campaign featuring **Dreamworks' Megamind**, showcasing versatility and creativity.
- This enriching experience marked a pivotal moment in my career, propelling me into the professional design industry.

REFERENCES

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CONTACT

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