



contact.

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bio.

Emerging marketing and branding creative with a background in product design and leadership roles in premium hospitality.

My strengths lie in blending strategic design with real world operations to build memorable experiences.

skills.

Photo/Video

- Photoshop
- Indesign
- Lightroom
- MAGIX Vegas

UX Design

- Adobe XD
- Figma

3D CAD Modelling

- Solidworks
- Keyshot

Programming

- React
- SwiftUI
- HTML/JS

professional experience.

BRAND MARKETING EXECUTIVE Frasers' Bar | Jan 2025 - Present

- Leading the brand development and launch strategy for a new premium cocktail venue opening in 2026.
- Defined the venue's brand identity, including logo design, tone of voice and visual direction, ensuring standout positioning in a saturated market.
- Created marketing assets such as social media templates and launch collateral, blending aesthetic appeal with commercial goals.
- Collaborated with the founder to align branding with interior concept, menu design, and customer journey.

DUTY MANAGER Bath Cider House | 2024- 2025

- Led daily operations of a popular city-centre pub, specializing in production of in-house ciders.
- Took ownership of marketing by independently designing and launching a uniform and branded apparel line, blending strategic brand identity with customer engagement.
- Manage a team of 20 staff, including bar and kitchen, maintaining high standards of food and beverage quality.
- Serve as a key holder, responsible for opening and closing procedures, alarm systems, and emergency responses.

VIP MANAGER Ministry of Sound | 2021- 2022

- Oversaw the VIP area of an iconic London nightclub, delivering exceptional guest experiences aligned with the Ministry brand.
- Supported brand partnership events and private bookings, executing activations for drinks sponsors and high-profile clients.
- Had exposure within the design team's project including contributing creative input for uniform redesigns for the night team.
- Shared responsibility in supervising the highest revenue General Admission bar in the UK (2021), with over 2000 customers a night.

GRAPHIC DESIGNER Freelance | 2019-2020

- Commissioned to deliver branding assets (logos, business cards, album artwork) for early-stage clients, utilising self-taught skills for professional outcomes.

VIP WAITER Watford FC | 2019 - 2020

- Waited on VIP boxes during matchdays and corporate events.

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projects.

AIR PURIFICATION FOR DEVELOPING COUNTRIES Final Academic Project | Jan 2024

- Self-driven brief tackling rising global air pollution issue, with a focus on developing countries.
- Conducted primary user research by surveying respondents in target markets globally to understand specific user needs.
- Designed an innovative air purifier solution with best-in-class low noise levels; a technical design solution for a major environmental problem.
- Collaborated with suppliers to perform costing analyses, reducing initial cost estimates by 28%.

COCKTAIL TRAINING PROGRAM Nottingham Trent Student Union | 2023

- Designed and ran 60 weekly cocktail training sessions for NTSU, supervising staff and teaching students mixology techniques.
- Developed branded training materials and cocktail menus, helping elevate consistency in service and drink aesthetics across events.
- Took over content planning and daily management of the program's Instagram account, promoting events and collaborations with Nottingham venues to increase student engagement.

COMMERCIAL LIGHTING PROJECT Lighting Industry Association | Sep 2023

- Designed a luxury, flatpack task lamp for domestic and commercial use in collaboration with industry partner, the Lighting Industry Association for creative professionals working from home.
- Utilized User Centred Design, explored form studies through sketching and CAD modeling iterations to balance utility aesthetics, ergonomics and flatpack design.
- Performed detailed technical research into electronics, energy efficiency, adjustable brightness/color temperature to achieve superior lighting quality.
- Created complementary product packaging and branding aligned with the luxury lighting product

TESCO SUSTAINABLE MARKETING COMPETITION Tesco | May 2022

- Designed and produced a first class sustainable alternative to combat plastic wastage in national supermarket chain Tesco
- With feedback from national head of Tesco Packaging, created a cardboard solution with all graphics and marketing materials present on a prototype.

education.

PRODUCT DESIGN BSC (HONS) (2:1) Nottingham Trent University | 2020-2024

- Emphasis on practical, industry-relevant briefs, with collaborations with companies like Tesco and Nike, fostering real-world problem-solving skills and innovative thinking in sustainable design.

FINAL YEAR DISSERTATION

- Gendered Design: exploring the interaction between colour and gender, and implications for strategic marketing.
- Investigated the relationship between gender and colour preferences, developing guidelines for colour in branding that effectively appeals to male vs female consumers.

CERTIFIED SOLIDWORKS PROFESSIONAL - MECHANICAL DESIGN 2023

CERTIFIED SOLIDWORKS ASSOCIATE - MECHANICAL DESIGN 2021

WATFORD GRAMMAR SCHOOL FOR BOYS 2013 - 2020

- A Levels in Economics, Product Design and Maths
- GCSEs 9-6 including English and Maths

BASIC FIRST AID CERTIFICATION 2017