

CHRISTOPHERMELLISH

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PROFILE

Since 2009 I have been working full time in the design and development industry. I believe I work well in a pressured environment and strive on results. My working experience across both web design and graphic design provides me with a unique advantage over other candidates as I fully understanding best practice and limitations within each discipline through hands on experience. In brief, I'm a hardworking, committed and friendly team member, team leader or manager who prides himself on great design that puts users' experience and its audience first.

SKILL SET INCLUDES

Team Management · Project Management · Design for Web · Brand Positioning · Best Practice · HTML + CSS coding · Responsive Design · Bespoke Wordpress Design · Prototyping · Email Design · Display Advertising · Design for Social Media · HTML5 Animation · SEO · Branding · Graphic Design

WORK HISTORY

Digital Designer, Lead August 2015 – Present Day
Virgin Holidays – Marketing Department – Crawley, West Sussex

As the Digital Designer, Lead at Virgin Holidays I work closely with marketing colleagues to support through-the-line campaigns, with a particular focus on the design, prototyping and build of websites, apps, banner ads, webpages, emails and other digital assets to help successfully position Virgin Holidays as a premium travel brand. At the time of joining, the brand was undergoing a major identity reposition that I helped to play an integral part in. All digital customer touch points have now been reviewed, improved and delivered.

Key responsibilities included;

- Best Practice – attend all agency meetings that regard digital execution to advise and champion digital.
- Digital Consistency – ensuring that work produced for out of home and print is replicated across all digital channels.
- Display Advertising and Brand Positioning – design and build unique HTML5 display ads that help to separate us from our competition.
- Social Media – work closely with the social team to ensure both 'look and feel' and the brand's tone of voice is translated through award winning creatives that appear across our various social platforms.

- Email Communications – provide the marketing team with various creative assets and front-end knowledge to ensure our communications are on brand and email-client friendly.
- Customer Experience – constantly looking for ways to improve the existing customer journey through suggestion of new tools, redesign of existing systems and creation of new elements.
- Front-end Development - web design and development (to W3C official standards). Introducing HTML5 and CSS3 best practice where needed.

Artwork Manager March 2014 – August 2015

Leaders, Estate Agency – Marketing Department – Worthing, West Sussex

I was responsible for the delivery of the company brands and messaging through all print, digital and large format media designs working in close contact with branches across the group. I hired and managed two additional designers who assisted me in the delivery of all marketing strategy and advertising goals. Initially, I was hired to roll out a completely new visual identity across 80+ branches across the UK.

Duties included:

- Brand Positioning – Move the company from budget estate agency to premium brand. This process included public speaking at events and advising Leaders on which agencies to appoint for televised media campaigns, an area that hadn't previously been explored.
- Brand Guidelines – overseeing of delivery against brand guidelines both by internal staff and departments as well as externally appointed agencies and suppliers.
- Advertising layouts and workflow – lead contact for creation of layouts suitable for the different brands and oversight of branch submissions, advert completion and delivery within strict deadlines.
- Marketing Communications Artwork – design of key marketing material including POS literature, digital and print advertising designs.
- Campaign Design – management of the design process for new marketing campaigns in line with company objectives and marketing goals.
- Project & Team Management – monitor both personal and team workload to ensure on-time delivery of projects.

Digital Designer March 2012 – March 2014

Neilson Active Holidays – Marketing Department – Brighton, East Sussex

- Online Advertising - including social, display and animation.
- Website development – both build and test.
- UI / UX Design improvements across the website.
- Design and build of internal/external CRM communications.

- Print artwork for POS, exhibition stands and London underground campaigns.
- Delivery of advertising, marketing and design objectives across all four brands.

Web Design and Development Executive November 2010 – March 2012
Thomas Cook, Brighton, East Sussex

- Creating and maintaining HTML, CSS and .JSP web pages.
- Digital design for web / Graphic design for print
- Development of interactive banners in Adobe Flash.
- Adhoc creative tasks.

EDUCATION

FdA Digital Media Design (merit awarded) // University of Brighton, Brighton
10x GCSEs (inc. A* Media Studies) // Boundstone Community College, Lancing

MARKETING AWARDS

Winner, Campaign of the Year 2016 // Marketing Week
Best Sport Travel and Tourism Website 2013 // Travel Mole Web Awards
Best Sport Travel and Tourism Website 2012 // Travel Mole Web Awards