

CHRIS MELLISH CV

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PROFILE

Since 2009 I have been working full time in the design and development industry. My experience across both web and graphic design positions provides me with an advantage over other candidates, as I fully understand the best practice and limitations within each discipline. Previous roles have provided me with the opportunity to manage both an internal team and external agencies, and I thrive when project managing and taking a creative lead. I have experience in repositioning multiple brand identities and have helped to win awards along the way. In brief, I'm a hardworking, committed, senior team member who prides himself on great design that puts users' experience and its audience first.

SKILL SET INCLUDES

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

WORK HISTORY

DIGITAL DESIGNER August 2015 – Present Day
Virgin Holidays – Marketing Department – Crawley, West Sussex

As the in house Digital Designer 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, display advertising, animation, 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 refresh in which I played an integral part. All digital customer touch points have now been reviewed, improved and delivered under my guidance and lead.

Key responsibilities include -

- Digital Consistency – ensuring that work produced for out of home and print is replicated across all digital channels.
- Display Advertising – 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 static and animated creative that appear across our various social platforms.
- Email Communications – provide the marketing team with various static and animated creative assets as well as front-end development 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, UI/UX improvements, redesign of existing systems and creation of new elements.
- Best Practice and Brand Positioning – attend internal and external meetings that regard digital execution to advise and champion digital while leading as example.
- 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 companies multiple 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 three additional designers, who I creatively directed in the delivery of all marketing strategy and advertising goals. Initially, I was employed to finalise and roll out a new creative identity throughout 80+ branches across the UK, which resulted in all design collateral being redesigned and distributed.

Key responsibilities 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 advertising and animation.
- Website development – build web pages and test their success.
- UI / UX - design improvements across the website.
- CRM - design and build of internal/external communications.
- Print - artwork for POS, exhibition stands and London underground campaigns.
- Delivery of advertising, marketing and design objectives across four brands.

WEB DESIGN AND DEVELOPMENT EXECUTIVE November 2010 – March 2012

Thomas Cook, Brighton, East Sussex

- Create and maintain HTML, CSS and .JSP web pages.
- Digital design for web and graphic design for print.
- Adhoc creative tasks.

EDUCATION + COURSES

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

Management skills for new managers, Responsive web design, Advance Wordpress.

MARKETING AWARDS

Best Email Marketing 2017 // The Masters Of Marketing
Winner, Campaign of the Year 2016 // Marketing Week
Best Sport Travel and Tourism Website 2012 *and* 2013 // Travel Mole Web Awards

REFERENCES AVAILABLE ON REQUEST