

# CHRIS MELLISH CV

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## PROFILE

Since 2009 I have been working full time in the design and development industry within busy marketing teams. 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.

## MY SKILL SET INCLUDES

Brand Positioning · Project Management · Team Management · Creative Direction · Design for Web · App Design · Graphic Design · HTML + CSS coding · Responsive Design · Bespoke Wordpress Builds · Prototyping · Email Design · Display Advertising · Social Content · SEO · Google Analytics · Animation · Video Editing

## WORK HISTORY

**SENIOR DIGITAL DESIGNER** August 2015 - Present Day  
Virgin Holidays - Marketing Department - Crawley, West Sussex

As the Senior 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 and build of websites and apps, display advertising, animated content, email design and the production of digital assets to help successfully position Virgin Holidays as a premium travel brand.

Key responsibilities include:

- Front-end development
- Product design
- Social content creation
- Display advertising
- Email design
- Animation
- User experience
- Agency management
- Brand positioning
- Digital direction

**ARTWORK MANAGER** March 2014 - August 2015  
Leaders, Estate Agency - Marketing Department - Worthing, West Sussex

As an integral part in the marketing department, I was responsible for the delivery of the company brands and messaging through all print, digital and large format media designs. I hired, managed and developed three additional designers, who assisted me in the delivery of all marketing and advertising design, in line with the marketing strategy and goals. I led the roll out of a new brand identity throughout 80+ branches across the UK, which resulted in all design collateral being redesigned and distributed. I also played an active part in advising on how the store refits should look.

Key responsibilities included:

- Creative direction
- Coordination of rebrand
- Production of brand guidelines
- Advertising layouts and workflow
- Team management
- Project management
- Direction of photo-shoots
- Brand positioning

**DIGITAL AND PRINT DESIGNER** March 2012 - March 2014

Neilson Active Holidays - Marketing Department - Brighton, East Sussex

Key responsibilities included:

- Display advertising
- Email design
- Website development
- UI/UX improvements
- Exhibition stand design
- Print collateral

**WEB DESIGN AND DEVELOPMENT EXECUTIVE** November 2010 - March 2012

Thomas Cook, Brighton, East Sussex

Key responsibilities included:

- HTML, CSS and .JSP web page builds
- Website management
- Google Analytics
- Adhoc creative tasks

**EDUCATION**

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

**COURSES**

Management skills for new managers, Responsive web design, Advance Wordpress, After Effects workshop

**AWARDS**

Best Email Marketing 2017 *and* 2018 // 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**