



Elizabeth Rochester Shaddock

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Professional Profile

A conscientious and hard working digital marketer and designer. Has 4 years demonstrated experience in B2C marketing, in addition to extensive experience gained over 12 years, in website design and print projects. Passionate about utilising design and innovation to create successful marketing campaigns, develop and optimise websites and build brand awareness. Able to work on multiple projects simultaneously and can prioritise workload effectively. Has exceptional attention to detail, excellent organisational skills and is highly motivated to reliably and efficiently complete projects, ensuring that agreed deadlines are met. Enjoys being part of a busy team and thrives in a creative environment. Constantly learning to gain broader knowledge of digital marketing, design and new technologies.

Portfolio Please view my online portfolio at: <http://www.lizrochester.co.uk>

Career Summary

Bit2Flash, 9 Springfield Lyons Approach, Chelmsford, Essex, CM2 5LB

2003 – 2010 / 2015 – Present Managing Director

Founded Bit2Flash, a graphic and web design company, offering a diverse range of creative solutions, including: website design and optimisation, brand creation, graphic design and marketing solutions.

- Design and create lasting brand identity for over 40 small to blue chip companies including The Times and City Link
- End to end project management, from concept to completion offering a total business solution including: website design; build and optimisation; brand creation and printed material
- Grew a client base by actively networking and through customer recommendations
- Responsible for all aspects of the business: client interface; project management; outsourcing; finance and company administration

Essential Nails Products Ltd, Manor Road, Haverhill, Suffolk, CB9 0EP

2010 – 2015 - Creative Director

Lead creative designer at a multi million pound turnover ecommerce retailer, responsible for digital marketing and a broad range of web and print design projects. Ensured that expectations were met by liaising with the directors and sales team and measuring success of campaigns through analytics and sales reports.

- Worked in close partnership with the sales manager to design and build compelling email marketing campaigns, using the Marketo platform
- Developed and set up complex trigger campaigns to target audiences, followed by marketing analysis
- Brand awareness: rebrand of Essential Nails Products Ltd.



- Brand development and implementation of new product ranges: Gelaze® UV Gel Polish; Essential Nails Professional
- Rich website content: visual solutions; online advert creations; graphics for product launches and latest news
- Managed and maintained content of company blog
- Monthly offers: designed email campaigns; website graphics; Facebook graphics; order form; Google banner Flash or Gif adverts and Live Person campaigns
- Packaging design: courses; product packs and products
- Print material design: business stationery; magazine adverts; promotional leaflets; course material progress cards and product posters
- Film and production team member for course videos: responsible for directing; continuity and operating the auto cue
- Presenter for promotional videos
- Managed Nail Art competitions throughout the year: designed email campaign; Facebook graphics; certificates; blog posts
- Part of the competition judging committee and managed the vote system using WooBox
- Part of the company management team
- Weekly reports and presentations to the management team and directors, to communicate project progress
- Mentored junior staff: Photoshop, Illustrator and Marketo
- Public relations and event planning: World Skills Event; product launches and open days

Education and Qualifications

Diploma in Digital Marketing Shaw Academy (2015)

BSc (Hons) Multimedia Systems (1.1) Anglia Ruskin University (2005)

A levels: Information Communication Technology; Drama; Religious Studies; Geography

Creative Skill Set

Email Marketing	Website Design - HTML / CSS	SEO / Google Analytics
Graphic Design	Logo and Brand Design	Print Design
Apple Mac and PC Fluent	Basic Video Editing	Multimedia Presentations

Program Knowledge

Dreamweaver CS6	●●●●●	Adobe Photoshop CS6	●●●●●
Adobe Illustrator CS6	●●●●●	Microsoft Office	●●●●●
Marketo	●●●●●	Flash	●●●●●
Adobe InDesign CS6	●●●●●	Final Cut Pro	●●●●●

Personal

Driving licence: Full clean UK

Interests: Salsa (instructor); arts and craft; singing and travel