

SHARON AMISON

Software

InDesign

Illustrator

Photoshop

Google Docs Suite

Acrobat

Portfolio

www.sharonamison.com

Skills

Creative and innovative

Strategic planning and execution

Concept development

Marketing campaign design and project management

Cross-functional team leadership

Excellent communication and interpersonal skills

Market research and consumer insight gathering

Budget management

Art direction UK and overseas

Mentoring Excellence

Education

Bachelor of Fine Arts in Graphic Design (hons)
Coventry University

Contact

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Summary

Marketing Brand Manager | Designer | Art Director

Highly creative designer and marketing brand manager with years of experience in delivering creative and impactful designs. Implementing design solutions and marketing campaigns across various industries.

Experience

2021-Present **Morrisons. Marketing and Property Brand Manager and Designer**

Developing and maintaining a consistent brand identity across all design materials, ensuring that the Morrisons brand message is effectively communicated to our customers.

Communicating with senior management about marketing and property programs, strategies, and budgets.

Conceptualising and executing multichannel campaigns and creating visually appealing designs, ensuring the alignment of communications and brand guardianship in all channels.

Maintaining a thorough understanding of the Morrisons target audience and market trends to create designs that resonate with the customer and drive engagement.

Organising photoshoots and ensuring the prompt delivery of materials and products.

Led and managed the design process from initial concept to final execution, ensuring that all design projects are completed within the given deadlines.

Working with advertising agencies to build awareness of how Morrisons products and services can meet customer needs. Gathering customer and market insights to increase customer conversions e.g customer loyalties.

Evaluating and improving marketing campaigns with solutions to fit within budgetary constraints.

Providing guidance and mentorship to designers, assisting them in their professional growth and development. Improving team proficiency, greatly accelerating creative output and quality.

Creating design principles, specs and standards and brand guidelines across marketing and property projects.

2018 -2021

UK POS. Lead Creative Designer and Manager

Responsible for social and advertising campaigns, creating engaging content and imagery. Content to be used across all social channels, website and email designs.

Utilising photography skills to provide imagery for website and social use. Creating engaging insitu product imagery using photoshop, saving UKPOS £1000s in photoshoot and reprographic costs.

Creating a monthly editorial magazine and an annual catalogue. From designing concept layouts through to print.

Through the corona pandemic; generated over one million pounds in 2 weeks through social campaigns and email marketing.

Creating large scale wall graphics, internal communication posters, leaflets, certificates, sales and stakeholder presentations.

Taking responsibility for on and offline work produced for all clients, including magazines, lookbooks, leaflets, banners and website mock ups. Ensuring all work is produced on time, to budget and to a high standard.

Project managed all design assignments. Ensuring all design work produced to promote UKPOS is on-brand and meets brand guidelines.

Providing guidance and mentorship to designers, assisting them in their professional growth and development.

**DESIGNER &
ART DIRECTOR**

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Experience

2016-2018

Matalan. Senior Creative Designer and Manager

Creating seasonal creative concepts, brand and event designs for in store POS, windows and across all omnichannels.

Taking responsibility for on and offline work produced for clients, including magazines, lookbooks, leaflets, banners and website mock ups.

Project manage design assignments, ensuring all work is produced on time, to budget and to a high standard.

Ensuring all design work produced to promote Matalan is on-brand and meets brand guidelines.

Managing a team of designers to ensure all work produced meets client brief. Mentoring team members to ensure progression and improvement.

Responsible for sourcing freelance designers and ensuring marketing briefs and brand guidelines are adhered too.

2004-2016

JD Williams. Designer and Art Director

Simply Be, The Kids Division, Jacamo, Fashion World. Successful creative treatment to publications, booklets, magazines, catalogues, leaflets and marketing material to strict deadlines.

Concept and development to stakeholder pitch and execution.

Responsible for liaising with buying, marketing and e-commerce teams to ensure creative direction is representative of brand value.

Responsible for shoot creative, budgets, planning and management of creative team. Reviewing production costs while maximising creative potential.

Extensive Art Direction experience in the UK and abroad.

Creative briefing to stylists and photographers. Responsible for models, photographer and shoot team selection and planning.

Coordinating and overseeing catwalk production for online content. Plan, brief in and oversea still life imagery from fashion to accessories.

Brief external creative suppliers. Responsible for sourcing freelance designers and ensuring marketing briefs and brand guidelines are adhered too.

2002-2004

KMG. Graphic Designer

Clients - Macmillan Cancer Relief, Sue Ryder, Debra, Children in Need.

Designing publications, booklets, magazines, leaflets and adverts to strict deadlines.

Interpreting creative briefs and providing practical solutions.

Working effectively under pressure.

2001-2002

Printaprint. Graphic Designer

Designing booklets, magazines, leaflets, posters, advertisements, business cards, flyers for the general public and businesses.

Working under pressure and to short deadlines.

Knowledge of 4 colour print presses, ISDN, Pdf's.

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**DESIGNER &
ART DIRECTOR**