



THRILLED TO HAVE YOU HERE!

The name's Emma, a Creative Director with over 8 years experience across brand identity, media, advertising, marketing and digital. I have predominantly worked in-house until recently turning freelance. I come with a wealth of technical skillsets, a love for building collaborative and growth environments and a commitment to producing thoughtful, beautiful creative work.

If you would like to see more of my work or just have a chat use any of the links below. I would love to hear from you!

+49 17636727077 | [EMAIL ME](#) | [VISIT LINKEDIN](#) | [VISIT PORTFOLIO](#)

SKILLS



ADOBE CREATIVE SUITE FLUENT (PHOTOSHOP, ILLUSTRATOR, INDESIGN, AFTER EFFECTS, LIGHTROOM, PREMIER PRO & XD)



BILINGUAL
(ENGLISH & CHINESE, LEARNING GERMAN)



CONCEPT & IDEATION



CREATIVE PROBLEM-SOLVING MINDSET



NURTURING & ENCOURAGING LEADERSHIP STYLE



HAWK-LIKE ATTENTION TO DETAIL



PROJECT & STAKEHOLDER MANAGEMENT

VALUES

MAKING A DIFFERENCE

PLAYFUL COLLABORATION

EMPATHETIC & ENCOURAGING LEADERSHIP

THOUGHTFUL CREATIVITY

STAYING CURIOUS

WORK

Freelance Creative Director | Internationally | Sep 2021 - Present

Services incl: Art Direction, Brand Identity & Strategy, Visual Design, UX/UI and Digital.

Clients incl: brighter AI (Germany), Leather Spa New York (USA), Turing Festival (UK), compare & connect (AUS).

GRID Series, Consulting Creative Director | Melbourne, Australia | Jul 2021 - May 2022

Successfully led from conceptualisation to actualisation of GRID Series' inaugural (sell out) community music festival - turning Australia's largest indoor skatepark into a multi-art immersive space.

- Developed, managed and led both communication and marketing strategies
- Managed stakeholders and media content creation agencies to meet success metrics
- Designed all creation across social, digital, signage and workshops
- Collaborated with creative and marketing departments
- Represented GRID Series and facilitated stakeholder engagements of all backgrounds

Little Dreamers Australia, Dreamers Hub Editor | Melbourne, Australia | Feb 2021 - Apr 2022

Managed the exclusive Dreamers Hub platform for Young Carers. I generated inclusive, diverse and relevant workshops, podcasts and content for Young Carers nationally.

- Grew Young Carer engagement and subscribers on Dreamers Hub by 200%
- Strategic content planning to ensure innovative and engaging initiatives, events and programs
- Facilitating and Young Carer facing ambassador
- Developing tailored content, hosting online workshops and networking with external stakeholders
- Supported the rollout of exclusive podcasts: [Safe is Savvy](#) and [Clear on COVID](#)

Food + Drink Victoria, Head of Design | Melbourne, Australia | Sep 2019 - Sep 2021

Established and managed all aspects of design for internationally acclaimed Melbourne Food & Wine Festival through a digital-first COVID-2020 and an in person city-wide hospitality takeover in 2021.

- Creative direction, identity and strategy
- Develop, lead and execute the campaign creatives for annual state-wide and bespoke events
- Production across all digital content, including live events, video content series and campaigns: [Attica x Avalanches A Party for Melbourne, Victoria Together's Celebrity Sandwich & MFWF's 2020 Legends and Rising Star](#)
- Concept, design and delivery of local and interstate collateral across digital, print, marketing, event and large scale spaces
- Lead the design and creative direction of all partnerships creative assets including presentation, proposals, reports and partner integration marketing benefits
- Lead the creation of all photography assets required across content pieces and marketing campaigns
- Develop all signage and onsite event creative requirements

Seven West Media, Studio Art Director | Melbourne, Australia | Sep 2017 - Sep 2019

Led Pacific Magazine's Melbourne advertising creative studio. Leading titles included Australia's best selling magazine Better Homes & Gardens, marie claire, Girlfriend, New Idea, Women's Health and Men's Health.

- Nominated for Under 30s Mumbrella Awards 2018 internally
- Driver of digital showcase and content for Pacific advertorials across all titles
- Leading cross-platform content creation from ideation to final execution through interactive/ animated media
- Team collaborator/leader on large scale print advertorial executions
- Mentoring of intrastate teams
- Proactively creating and executing company-wide corporate materials nationally
- Producer of quality, customised rich media assets tailored to client objectives

BAUER Media Group, Digital & Print Designer | Sydney, Australia | Aug 2015 - Sep 2017

Editorial print and digital designer for Australia's leading magazine for restaurant and hospitality news, Australia Gourmet Traveller.

- Editorial and digital designer at Australian Gourmet Traveller Magazine print and digital editions
- Content for special features such as cookbooks, guides and awards
- Organising, assisting and briefing photographers/stylists for on location/in-house shoots
- Commissioning illustrators for special projects.
- Liaising alongside Art Director, Deputy Art Director and Digital Art Director to maintain brand identity and produce content

Leadership for the Modern Marketer Certificate | Insititue of Data & Marketing | 2021

UX Design Course | General Assembly | 2017

Exchange Program:

Bachelor of Design in Visual Communications | San Francisco State University, USA | 2015

Bachelor of Design in Visual Communications | University of Technology, AUS | 2015

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