

## profile

Brand and creative leader with 15+ years of experience building and managing brands, marketing assets, design systems, and commercial communications for growing businesses. Proven track record across consumer products, B2B services, hospitality, and technology, combining strategic oversight with hands-on execution. Experienced working with founders, leadership teams, external partners, and internal stakeholders to improve brand presence, consistency, and commercial performance.

## experience

### **Co-Founder & COO / Brand Lead | OVO Vodka (USA) | 2018 - Present**

Built and scaled a premium consumer brand across multiple U.S. markets, helping secure \$1.2m+ in growth capital while leading brand development, packaging, presentations, sales materials, website assets, and day-to-day commercial execution. Expanded distribution into multiple states and secured placements across retail and hospitality accounts, while organising and executing brand activations with partners including Virgin Voyages, Whole Foods, and Hilton Hotels. Managed consistency across all channels while working closely with sales, operations, distributors, and external partners.

### **Brand & Creative Lead | Selected Independent Engagements (USA) | 2019 - Present**

Continued selected brand, design, and marketing engagements alongside building OVO Vodka, supporting businesses that required senior-level creative ownership. Delivered rebrands, websites, presentations, campaigns, and sales materials that improved positioning, credibility, and conversion. Recent work has included projects connected to Spectrum Mobile, Nevada State University, and W Hotels. Helped organisations improve the speed, quality, and consistency of marketing output.

### **Sr. Design & Marketing Manager | Graphic Service Bureau / billbridge (USA) | 2016 - 2018**

Led brand, marketing, and design output for a B2B technology and communications company. Managed a full company rebrand, including website, collateral, and digital presence. Designed UI/UX for a client onboarding platform used by 400+ companies and supported commercial growth through stronger sales materials, campaigns, and partner marketing tools.

### **Sr. Marketing Consultant | Jungle Rumble Adventure Golf (UK) | 2014 - 2016**

Supported commercial growth through marketing strategy, promotions, partnerships, and customer-facing creative across multiple venues. Contributed during a sustained growth period that significantly increased turnover over three years, while reducing supplier costs and improving brand visibility.

### **Founder & Creative Director | DigitalHi (UK) | 2010 - 2014**

Founded and grew a creative agency delivering branding, websites, campaigns, and design services for SMEs and recognised consumer brands. Won and managed notable accounts including Liverpool FC, Thomas Cook, Holiday Inn, and Genting Casino. Led client growth, creative delivery, and day-to-day business operations.

## Managing Director | Unfold Direct Sales Ltd (UK) | 2010 - 2013

Led operations, recruitment, sales, and brand development for a growing direct sales business, managing multi-site teams and commercial performance while scaling revenue and headcount.

## Graphic Designer | Black & Ginger (UK) | 2008 - 2010

Created branding, print, and digital design work for a range of client accounts, developing strong foundations in layout, typography, visual identity, and client communication. Supported projects from concept through final delivery while working to deadlines in a fast-paced agency environment.

## achievements

Built and scaled businesses to 32 employees and £1.2m annual revenue | Co-founded and grew OVO Vodka across multiple U.S. markets, helping secure \$1.2m+ in growth capital | Worked commercially across the UK and USA, leading brand, design, and growth initiatives in two major markets | Expanded distribution and secured placements across retail, hospitality, and on-premise channels | Organised brand activations with Virgin Voyages, Whole Foods, and Hilton Hotels | Won and managed recognised accounts including Liverpool FC, Thomas Cook, Holiday Inn, and Genting Casino

## education

MBA Business Management | Liverpool Business School (LJMU) | 2015-2016

BA (Hons) Graphic Design | Lancaster University | 2007-2010

## skills

Brand Strategy | Brand Management | Creative Direction | Design Management | Marketing Strategy | Campaign Development | Packaging Design | Website Direction | Content Development | Stakeholder Management | Vendor Management | Project Management | Sales Enablement | Cross-Functional Leadership

## tools

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Acrobat | Adobe XD | Microsoft PowerPoint | Google Slides | Figma | WordPress | Shopify | DALL-E | Claude | ChatGPT | Squarespace | Mailchimp | Klaviyo | Google Analytics | Zoho CRM | Basecamp | Trello | Asana