

Zöe Foster

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A: 12 Chapel Row, Ludlow,
Shropshire. SY8 2NL

EXPERIENCE

COMPANY: Prometheus Medical

ROLE: Marketing Co-ordinator (3 days per week)

DATES: October 2022 - 2024

DETAILS: Initiate 360 marketing for both aspects of the company, which include:

- B2C & B2B Training Courses
- B2C Consultancy (globally)

Graphic design & copywriting projects including: White papers / Brand guidelines / Social media posts / Exhibition graphics / Branded premises signs

COMPANY: Zöe Foster Media

ROLE: Freelance Graphic Designer / Copywriter

DATES: March 2022 to present

DETAILS: Graphic Design / copywriting for web & print.

- Copywriting: Brand strapline / SEO for websites
- Graphic design: Websites, Digital media. Print: Logos, Leaflets & Large format

COMPANY: Inturi Technology Solutions (Saas) - Bewdley, Worcs.

ROLE: Marketing Manager

DATES: October 2020 - February 2022

DETAILS: Develop a content marketing strategy for Inturi, Microsoft Silver Partner.
(B2B business selling Dynamics 365 CRM.)

- Deliver ROI on commercial objectives: Reaching new and existing B2B customers.
- Brand guardian: Formulate Mission Statement and USPs, to create a more effective brand story.
- Brand guardian: On-brand graphic design including: Website / Mailshots

COMPANY: Avio Sport (Cycling Power Meter) - Oxford

ROLE: Marketing Manager (Part-time: 3 days p/w)

DATES: August 2019 - March 2020

DETAILS: Improve the quality of all the Marketing output, by overseeing all advertising and marketing, to build brand awareness, for B2B and B2C.

- Media/Advertising: Rewrite and take all printed literature to a more professional level
- Digital media: Website, blog, social media content

COMPANY: Wenlock Spring - Shropshire

ROLE: Sales & Marketing Executive

DATES: August 2017 - September 2018

DETAILS: Create and drive forward a specific marketing campaign

- Create marketing plans, advertising, direct marketing and campaigns
- Copywriting and proofreading marketing copy for both online and print campaigns
- Back up the Sales Team with Sales literature, PowerPoint presentations and mailshots

Graphic design

- Creating a bottle label for Gordon Ramsay Plane Food.
- Creating a video as the spearhead for their Marketing Campaign
- Work closely with external creative agencies to design marketing materials

CAREER FOCUS

Creative writer & graphic designer with business focused results.

Proven ability to develop projects from inception to final delivery - creating effective appropriate projects within agreed timescales.

Project management:
Ability to juggle multiple projects at once.

SKILLS

Content Marketing

Copywriting for print

Art directing
photography

COMPUTER SKILLS

Website UX:

- WordPress
- Magento

Email marketing

Graphic Design

- Photoshop
- Illustrator
- Premier Pro
- InDesign

COMPANY: Zoe Frances Foster - Shropshire
ROLE: Proprietor / Freelance Graphic Designer
DATES: 2007 - 2017

Graphic design projects for print and web.

- Managing, producing and designing projects from brief to fulfilment
- Creating original artwork for advertising, direct mail and viral campaigns

Copywriting

- B2B copy for Sports and Outdoor Magazine including product reviews for Sports bras, Running shoes, and Reflective garments

COMPANY: Inkspot Ludlow (Part-time)

ROLE: Graphic designer

DATES: 2014 - 2017

DETAILS:

- Designing print-ready projects for clients, including promotional material & large format

COMPANY: Spa Creative Agency

ROLE: Graphic Designer

DATES: 2001-2004

DETAILS: Designing and liaising with clients, to ensure their ideas are realised in print or online

- Promotional books, including - Rolls Royce Centenary book & Esso book
- Copywriting & proofreading all projects.
- Art directing photoshoots

COMPANY: Oxfam

ROLE: Assistant Area Manager

DATES: 1998-1999

DETAILS: Liaising between the Area Manager and Shop Managers to retain a consistent Marketing approach across the 13 shops in the region

COMPANY: Frank Thomas Limited (Motorcycle Clothing)

ROLE: Team Leader - Design Department

DATES: 1990-1995

DETAILS: Overseeing all Waterproof, Baselayer and Leather projects from Design concept to factory floor.

- Fashion design leather and waterproof garments.
- Pattern cutting
- Quality control
- Travel to Pakistan to oversee production issues

EDUCATION

2013 Ludlow College -
Preparation to Teach in the
Lifelong Learning Sector.
City & Guilds
Level 4

1999-2001 Shrewsbury
College of Arts &
Technology - Higher
National Diploma in
Graphic Design

1991-1993 Southampton
Institute of Higher
Education - Higher National
Diploma in Fashion

1986-1988 Hereford
College of Art - Btec
Diploma in Fashion

1984-1986 Ludlow College
2 'A' Levels

1979-1984 Ludlow
School 5 'O' Levels

INTERESTS

Mountain biking
Swimming
Running
Yoga

Level 3 Sports
Massage (2014)

Reiki 2