

Emily Strefford-Johnson



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Profile:

A hard-working, creative individual who shows dedication and organisation in her work. Key strengths include: a Master's degree in Graphic Design, strong working knowledge of Adobe creative programs, project management, marketing experience and creating content across a large range of platforms, both in digital and print formats.

Key Skills:

- Digital Design
 - Print Design
 - Branding
 - Advertising
 - Adobe Photoshop
 - Adobe Indesign
 - Adobe Illustrator
 - Video Creation
 - GIFs
 - Social Media
 - Marketing
 - Illustration
 - Infographics
 - Customer Service
 - Point of Sale
 - Photography
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Career History:

May 2023 to Present: The Skills Network: Senior Digital Designer

One of the UK's leading distance learning providers, developing and delivering engaging online training courses for both individuals and businesses.

Key Responsibilities

- Managing the workload and responsibilities of the Marketing Design Team.
- Providing training for members of the design team when needed.
- Maintaining and upholding The Skills Network's brand across multiple channels
- Developing new ideas for marketing campaigns for the business.

Key Achievements

- Overseen a full company rebrand project
- Achieved 3 million Giphy views on a brand GIF in a single day
- Created a library of 140 TikTok videos in the space of 1 month to launch the platform.

June 2021 to May 2023: The Skills Network: Digital Designer

Key Responsibilities

- Create a full range of deliverables across multiple platforms.
- Worked with marketing and sales teams to create content plans across email & social medias.
- Implementing and monitoring a new file management system for the business.
- Create and curate a full library of bespoke company icons.

September 2017 to June 2021: Bents Garden and Home: Customer Service Advisor / Supervisor

Established in 1937 Bents Garden and Home is a "destination Garden Centre" specialising in home grown plants, luxury gifts and fresh farm food. They have a onsite restaurant and host regular events.

Key Responsibilities

- Consistently deliver a high standard of customer service to all visitors whether in person or over the phone/email.
- Supervisory duties including opening and closing of 30 cash tills, training of new and existing staff and authorisation of high value refunds and returns.

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Career History Continued:

Key Achievements

- Chose to continue to work as one of two supervisors during the COVID lockdown taking on additional responsibilities including telephone and online order management, delivery arrangements, packaging orders and locally hand delivered goods to vulnerable customers. All this was done without management support due to furloughing.

September 2018 to August 2020: Bents Garden and Home: Marketing Assistant

Key Responsibilities

- Managed and maintained point of sale communications throughout the store. Designed and developed new points of sale (POS) while adhering to branding guidelines.
- Designed and created external advertising to promote products and services offered by Bents. This included billboard displays, mailers and posters.
- Worked with Visual Merchandising Team to design and produce props for promotions.
- Collaborated with section leaders to ensure POS requirements are being fulfilled effectively and in a timely manner.
- Filled in for absent colleagues covering duties such as loyalty card management, social media posting and promotional videos.

Key Achievements

- Worked with the Duty Manager to create a brand new summer butterfly house attraction. This included signage, display artwork and promotional materials. I managed the entire design process from initial ideas from the Duty manager, to sign off from senior management.
- Took a neglected idea of the instore children's treasure hunts and redesigned and improved the experience for our younger customers. This received great feedback from our colleagues and parents who appreciated the fun and educational nature of the new activities.

February 2016 to May 2017: Texere Publishing: Graphic Designer

Founded in 2012 Texere Publishing is a monthly medical, scientific and technology magazine publisher.

Key Responsibilities

- Was responsible for the design and production of 3 monthly magazines, The Ophthalmologist, The Ophthalmologist North America and The Pathologist. These consisted of a 52 page magazine with original artwork, infographics and photography. When required, I was requested to create features for other titles to help meet strict deadlines.
- Amendments to artwork to allow the magazine to be reproduced in a digital format.
- Designed and sourced promotional event materials such as roll-banners, give-away items, brochures and posters for networking conferences.
- Edited images and audio to create monthly Youtube preview videos in Adobe Premier Pro.
- Worked with editorial and sales teams to ensure all content arrived accurately and within strict deadlines to guarantee the magazine had sufficient time to be printed and distributed.

Key Achievements

- After working at Texere for a year I secured a promotion from Junior Graphic Designer to a Graphic Designer role. The new role meant I could work with less supervision, manage my own deadlines and have more creative input into the magazines.
- Briefed to create a book profiling the company; I worked with an assistant to design, build and source a guide to Texere that could be handed out to potential customers and investors. This involved custom made artwork, photoshoots and infographics to outline the companies USPs.

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Education & Qualifications:

- Master's Degree in Graphic Design - Distinction
 - BA (Hons) Graphic Design - First Class
 - BTEC Art & Design - DDM (Distinction, Distinction Merit)
 - 7 GCSEs including Maths & English (Grades A*-B)
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Awards & Acknowledgements

- **Creative Conscience** (Design Awards Focused on Creating a Better World)
 - 2019 Awards - Highly Commended 2019
 - 2018 Awards - Highly Commended 2018
 - **The Drum Chip Shop Advertising Awards**
 - 2020 Awards - Shortlisted
 - 2019 Awards - Shortlisted
 - 2018 Awards - Shortlisted
 - **One Minute Briefs**
 - 2018 Live Awards - Most Improved OMBLe
 - Daily Twitter Briefs - 60+ wins
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IT & Software Proficiency

- Adobe Creative Cloud including:
Adobe Photoshop, Adobe Indesign,
Adobe Illustrator, Adobe Premier Pro,
Adobe After Effects
- Microsoft Word, PowerPoint, Excel,
Teams and Publisher
- IOS Application including Procreate
using Apple Pencil
- Opsuite, Dotmailer, Kelio Attendance
Tracking and Trello
- All major social media platforms
including TikTok

Online and Portfolio:

-  www.emsj.co.uk
 -  behance.net/emsj
 -  x.com/emsjcreative
 -  linkedin.com/emily-strefford-johnson
 -  instagram.com/emsjcreative
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Work featured on:

