

# Lilly Forster

Writer, illustrator & editor

## ABOUT

I am a natural story-teller, and my biggest strength is my ability to communicate through the written word and image-making. So far, I have written feature articles about health and culture, provided copywriting for leisure businesses, supported the marketing strategy of a consultancy business, and come up with campaigns to help the environment. With a degree in Media and Communications, I am proficient in Adobe Creative Suite, Wordpress, and Mailchimp. I pride myself on creating considered content with impact, and am never short of creative ideas to get the right message across to an audience.

## SKILLS

Illustration - painting & drawing

Social Media

Digital Images

Copywriting

Photography & videography

Graphic Design

Editing & Proofreading

## SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe Premiere Pro

WordPress

## EDUCATION

### BA Media and Communications with Illustration

Goldsmiths University of London  
2017- 2021

### A Levels English Literature and English Languages

St Thomas More RC Secondary School  
2015-2017

### Cambridge Technical Diploma Level 3 Business Studies

St Thomas More RC Secondary School  
2016

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## EXPERIENCE

### Marketing and Sales Assistant

*IMPOWER Consulting*

January 2022 - Present

Planned, edited and created marketing content for B2B sales.

**20 Blog Posts** – Edited, proofread, published to WordPress site.

**5 case studies** – Edited, proofread and substantiated.

**20 digital assets** – Sourced, edited, and published to support blogs, case studies, and reports.

**2 business cards** designed.

**1 internal company video** planned, filmed and edited.

**3 conferences** – Organised logistics and provided social media content.

**6 Mailchimp campaigns** – Curated content, wrote copy and created images for external sales campaigns reaching hundreds of clients and prospective clients.

### Freelance artist

May 2020 - Present

Taking Commissions for pet portraits , and selling paintings of animals, characters and botanicals.

### Freelance Marketing Assistant

*Kenshukai Karate*

March 2021 - November 2022

Writing website copy, emails and social media posts for an East London karate club. Taking photographs and publishing them to the website. Filming for a promotional video. Administration duties.

### SEN Teaching Assistant

*Timeplan Education*

October 2021- January 2022

Supporting children with special educational needs to develop emotionally and academically.

*References available on request*