

Lilly Forster

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ABOUT

I am a natural storyteller, 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 created 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

EXPERIENCE

Marketing and Sales Assistant

IMPOWER Consulting

January 2022 - Present

Planned, edited and created marketing content for B2B sales. Provided administrative support, and liased with clients to develop sales leads.

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