



ROSS WATSON

Creative Marketing Specialist

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Profile

Results-driven Creative Marketing Specialist with 5+ years of experience creating content to drive growth in various industries.

Proven success in digital marketing, graphic design and social media management. Led teams to deliver high impact marketing campaigns to enhance brand visibility and increase engagement. Highly skilled in content creation, visual storytelling, SEO, CRM systems, email marketing and video editing / motion graphics.

Currently freelancing, now seeking a full-time position to further develop and cement my skills.

Employment History

Freelance Design and Marketing

 11/2024 – Present  Remote

Contracted with clients such as Four Chambers Recruitment & Yokohama Tires, delivering branding, marketing strategy, and graphic design solutions.

Creative Design Manager

Spectra Media

 07/2024 – 11/2024  Chester

- Led the design and development of user-centric web and mobile interfaces, improving accessibility and usability.
- Spearheaded visual content strategy for a range of B2B clients, designing assets for print and digital.

Achievement: Increased user engagement by 20% through innovative design solutions and improved website navigation.

Marketing Manager

CBS Global

 06/2023 – 06/2024  Hybrid, Knutsford

- Established brand guidelines from scratch, creating a cohesive identity across all marketing channels.
- Led a complete website redesign, improving user experience and driving higher engagement.
- Managed Content Creation for social media platforms, including video content and increased organic engagement.

Achievement: Improved email open rates by 35% and customer retention by 15% through targeted CRM strategies.

Communications Executive

Tech Circus

 12/2022 – 06/2023  Remote, London

- Managed public relations initiatives to enhance brand reputation and media visibility.

Achievement: Boosted community engagement by 25% through strategic content planning and interactive digital experiences.

Social Media/Marketing Manager

Block Ape Scissors

 06/2021 – 12/2022  Remote

- Launched high-impact social media campaigns to grow brand presence in the Web3 Space
- Led a team of creatives to produce content for social media, email campaigns, and web platforms.
- **Achievement:** Orchestrated the sale of 10,000 NFTs in 12 hours, generating substantial revenue through a highly successful marketing campaign.

Clinical Case Worker

Sitel

 05/2020 – 06/2021  Remote

- Worked as a Tier 3 Case Worker, managing data collection through outbound calls during the COVID-19 pandemic.

Achievement: Contributed to the successful monitoring of thousands of COVID-19 cases, helping contain outbreaks through effective case management.

Hospitality Roles

 10/2018 – 09/2018  Liverpool

Sales Consultant

Xercise4Less

 01/2018 – 09/2018  Liverpool

- Managed sales pipeline, engaging prospects to drive gym memberships.
- Consistently exceeded monthly sales targets, contributing to overall revenue increase.

Achievement: Ranked among the top-performing sales consultants, surpassing targets by 20% on average.

IT Technician

Roy Castle Lung Cancer Foundation

 05/2016 – 01/2018  Liverpool

- Provided technical support and troubleshooting for staff, reducing downtime and improving workflow efficiency.
- Managed IT infrastructure, including hardware, software and network systems.
- **Achievement:** Received a promotion from Apprentice to IT Technician.

Education

BSC Hons Computer Science and Business Management, **Liverpool Hope University**

Skills

• Graphic Design • Figma • Adobe XD • Adobe Creative Suite (Photoshop, Indesign, Illustrator) • Branding • UI/UX Design • Email Marketing & Automation (Mailchimp, HubSpot, Constant Contact) • Social Media Marketing & Strategy (Facebook, Instagram LinkedIn, Twitter) • Web Design & Development: HTML5, CSS3, WordPress

• SEO (On-page and Technical), Ecommerce • Microsoft Office (Word, Excel, Powerpoint, Outlook) • Presentation Design & Storytelling • Video Editing