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| Michael Rhodes | Milton Keynes  M: 07714288561  [michaelrhodesdesign@yahoo.com](mailto:michaelrhodesdesign@yahoo.com) |

Seasoned content and creative professional with 5 years’ experience supporting established and start-up agencies and companies to establish and grow their market presence and Increase ROI. As a content creator, I am immersed in the world of music, fashion and design, keeping up with the latest trends and platforms to lead, create and strategise successful and compelling marketing campaigns. From capturing and editing videos to organising photoshoots, I'm an all-around creative with extensive technical and organisation skills.

**Skills**

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| * Content Development * Creative & Art Direction * Social Media Marketing & Management * Expert attention to detail and accuracy * Proven experience of leading high performing teams | * Content Strategy * Performance Improvement * Expert attention to detail and accuracy * First point of contact for customer queries * Website Management * Video and photo editing | * Strategy Development * Campaign Management * Branding * Analytical Thinking * Problem-Solving * Copyrighting |

**Professional Experience**

## Ruwaza, Remote, UK, June 2022 – September 2022 (3 Month temporary post)

**ART DIRECTOR & CREATIVE/CONTENT DIRECTION CONSULTANT**

• Collaborated with the creative team to deliver marketing material before and after launching the company, and on campaigns to showcase new products. This grew audience engagement & awareness.

• Managed social media campaigns using Facebook ADs to increase audience engagement.

• Developed long term strategies for projects and generated creative storylines and angles that lead to successful media campaigns.

• Created new content using research into consumer behaviour.

• Oversaw and planned end-to-end the art and graphic design direction for the company.

• Liaised with 3rd party teams and vendors to arrange photoshoot days and materials while closely following brand guidelines.

• Oversaw and consulted on the social media and website visual content materials (including video and photo content).

• Collaborated and chaired meetings throughout the project to ensure deadlines were met even when working under pressure.

• Balanced the commercial and analytical sides of the business to achieve sales and impression targets. This was done through digital marketing on Instagram to targeted customers and influencer marketing.

• Managed and developed the social media content calendar and executed social media content ideas.

Karmarama AD AGENCY, Remote, UK, May 2021 – June 2021 (1 Month placement)  
**SOCIAL MEDIA AND AD MARKETING CAMPAIGN CREATIVE**

• Generated creative ideas, proposals, and pitch decks for the national citizen service (NCS) using copywriting, graphic design, photography, and video editing skills, as well as engaged design, music, art, and culture research

• Executed quick high-quality strategies for OOH and digital AD campaigns

• Confidently presented and delivered effective design ideas and solutions to stakeholders, team members, and team heads

• Conducted quantitative and qualitative research on gen-z habits, challenges, and trends by scheduling and conducting online surveys with 50 young people over two weeks

• Created a campaign strategy for NCS that resonated with their target audience

• Iterated feedback and data for NCS to shape a path for them to find the perfect market fit, resulting in a high-impact product offering for marketing the NCS service

• Managed the campaign development from end-to-end.

The Thread Group, Remote, UK, July 2020 – December 2020 (5 Month temporary post)  
**UI DESIGNER & CREATIVE CONSULTANT**

• Designed and developed effective digital communication assets for a start-up brand named Beauty·B, using brand guidelines to increase customer engagement and acquisition. This involved colour coordination, e-Commerce photography, typography, and logo use.

• Collaborated with internal teams at Beauty·B and The Thread Group to brainstorm ideas and develop drafts into final products.

• Created wireframes, prototypes, and user journeys.

• Developed functional and intuitive web pages that displayed sophisticated layouts and could scale to any device. These included landing pages, product pages, checkout pages, and review pages.

• Conducted AB testing of pages to determine best practices.

• Performed market, competitor, and user research to collect and evaluate user requirements.

**ADDITIONAL WORK EXPERIENCE**

## Teleperformance/Virgin Money, Remote, UK, May 2023 – Present (Current temporary post)

**CUSTOMER SERVICE REPRESENTATIVE**

• Work collaboratively with my team with the goal to achieve a high-quality standard of service.

• Ability to connect with customers through conversations and provide needed support

• Build trusting relationships with customers by understanding their needs.

• Proactively offer appropriate solutions that create high customer satisfaction.

• Exercise patience and empathy while resolving customer concerns.

• Adhere to the client’s policies, procedures, and industry compliances.

## DHL, Milton Keynes, UK, September 2022 – December 2022 (3 Month temporary post)

**CUSTOMER SERVICE REPRESENTATIVE & ADMINISTRATOR**

• Provided top-notch customer service for inbound calls and emails, maintaining excellent attention to detail.

• Cultivated positive relationships with other team members and colleagues, demonstrating strong communication skills on Microsoft Teams.

• Delivered administrative support to the wider customer service team, while maintaining high standards of spelling, grammar, and punctuation.

• Demonstrated exceptional time management and multitasking abilities in fast-paced work environment.

• Utilized expertise in MS software to deliver effective admin support for DHL team.

• Handled the de-escalation of customer complaints with patience and empathy, and searched for and identified the best resolutions to ensure success.

• Communicated clearly and effectively with delivery drivers to organise and co-ordinate collections and deliveries.

The Blk Brit Magazine, Remote, UK, January 2022 – June 2022 (5 month freelance post)

**FREELANCE WRITER**

• Wrote, researched, and developed two Op-Ed articles which were published online and promoted on social media.

• Worked collaboratively and comfortably with the editor.

Attitude Magazine, Remote, UK, July 2020 – September 2020 (2 month freelance post)

**FREELANCE WRITER**

• Authored a feature article that garnered 2 million+ monthly readership in Attitude Magazine's peak publication month, both in print and online.

• Effectively collaborated with the editor while also working independently to produce high-quality written content.

Footasylum, Milton Keynes, UK, June 2018 – September 2020 (2 year & 3 month post)

**SALES ASSISTANT**

• Dedicated to providing exceptional customer service.

• Demonstrated strong communication skills in assisting customers.

• Responsible for store maintenance and organizing merchandise.

• Promoted sales by recommending shoe care products and accessories.

• Managed end-of-day financial tasks and accounts.

**Education and Certifications**

**London College of Fashion|BA (Hons) Fashion Design Technology: Womenswear, September 2013 - June 2017**

Undergraduate (2:2) Fashion

**Coursera, London, October 2020 – January 2021**

Certification UI/UX Specialization

**Technical Expertise:**

* Adobe Suite (Photoshop, Premiere Pro, InDesign, Lightroom, Illustrator, After Effects)
* Figma, Canva & Capcut
* Video shooting & editing on iPhone
* Photography
* Facebook (Meta) and Instagram Ads
* Wix