



SION R. PITT

UX / UI Designer / Front End Developer

EDUCATION

2008 - 2011 ♦ Colchester Institute

BTEC in Creative Media Production: D,M,M

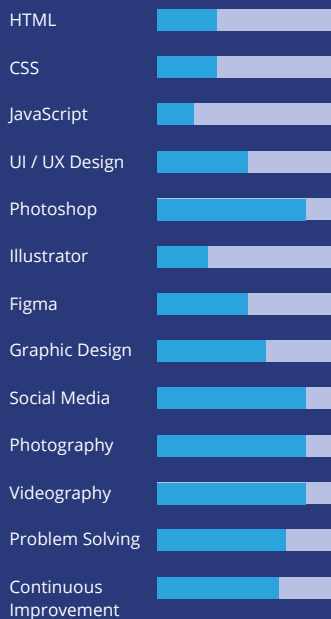
2011 - 2014 ♦ Buckinghamshire New University

BA in Film and TV Production: 2:1 With Honors.

ABOUT ME

An adaptable, insightful and curious design professional, with an analytical yet creative approach to my work. My excellent academic background and breadth of experience in visual design and marketing shows that I am not only an enthusiastic, diligent and a hard-working high achiever, but that I also possess integrity and autonomy.

SKILLS & SOFTWARE



CONTACT

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EXPERIENCE

Nov 2019 - Mar 2020 ♦ Marketing Executive | BSPOKE SOFTWARE

- Responsible for building and automating all requested marketing efforts and online presence for TotalRen Solutions, including, email campaigns, social media, company re-branding, UX Research and Design, website design, PPC, SEO, Lead Generation, content curation and strategy development.
- Lead the rebranding of the company including a new company name, new logo, marketing materials, brochure design, new website design.
- Responsible for the complete redesign of the company website. This included structuring over 40 pages and creating the site map, creating graphics and elements, designing mockups of each page and creating a handover of the full website design document to the developers.
- Utilising UX Research tools such as Hot Jar and Google Analytics to analyse the use of the current website to then implement more intuitive features and navigation for the new website.
- Building the automation of the email campaigns, sourcing leads using prospecting and lead generation tools and processing the data and executing the campaigns in accordance with the GDPR.
- Competitor analysis of Web Design companies for a new web design service for the company.
- Detailed bi-weekly report on statistics for social media, email campaigns and Google Adwords.

Jan 2019 - July 2019 ♦ Account Executive | OST MARKETING

- Responsible for coordinating the successful social launch campaign for Expleo Group, designing content, executing ads within budget limitations, and gaining over 10,000 new likes in the first week.
- Carried out extensive research on client's company and social background and pooled the information into a playbook for pitching.
- Collaborating with internal design teams to establish design guidelines for web and mobile social media content, creating organic and paid content, ensuring I keep within the company's brand guidelines and tone of voice for each client.
- Managed communities, content creation and paid ad campaigns for clients including, but not limited to, Kingston Technologies, The Department of International Trade and SOLIDWORKS.
- Improving the design of the content management calendar enabling clients to much more easily review proposed content cutting their approval time by 50%.
- Managed allotted timeframes with each client and attended meetings and lunches to build client relationships.
- Structured and implemented paid advertising including PPC, Video, and Lead Generation, managing budgets of up to £30,000 and regularly carried out statistical reporting of growth with the client.
- Organised and hosted regular social activity events, involving and briefing industry influencers.
- Managed Influencer Programs, outreaching onboarding, and maintaining relationships with the influencers on behalf of the client.

May 2018 - Nov 2018 ♦ Social Media Executive | GRCl GROUP

- Responsible for content, campaigns and social media presence for IT Governance UK and international.
- Continuous development and implementation of process improvements for a rapidly growing department.
- Designed a content management system to work with Hootsuite's scheduling interface, enabling me to quadruple the number of produced posts simultaneously halving the time it has previously taken to schedule content.
- Educated our audiences through the essentials of cyber security and data protection including the GDPR, ISO27001 and the PCIDSS.
- Managed various LinkedIn groups growing the number of members from 120,000 to over 200,000 in just 4 months.
- Improved the visual standard of the social channels and blog art utilising my photoshop skills.
- Assisted on video shoots and consulted on various scripts for production.
- Assisted in graphic design for advertisements and banner art.
- Regular reporting and statistical analysis of social media and campaign activity.

Nov 2017 - Mar 2018 ♦ Social Media Manager | DELTIC GROUP

- Managing, updating and maintaining Social Media accounts for various venues across the country.
- Building the technical foundations of a new department, implementing various new methods of content management, Centralisation systems and file management.
- Collaborating with external design teams, briefing required assets and setting new standards for visual content that's tailored to each brand.
- Building relationships with General Managers, Regional Directors and Asset production companies, ensuring I maintain constant and transparent communication.
- Gathering information on Venue operations including weekly trade nights, deals, special events and celebrity appearances.
- Co-ordinating multiple ad campaigns using Facebook Ads Manager.
- Updating the Managers and Regionals on progress, as well as providing marketing advice and generating new ideas in order to increase sales at venue level.
- Providing technical assistance to various members of the team.
- Planning and scheduling up to 350 posts per week across 4 Social Channels including targeted ads.
- Allocating money to posts and ads staying within the social budget provided by the venues.