



GEORGE SPARKS

SENIOR MARKETER & DESIGNER

ABOUT ME

I'm a Senior Marketer and Designer from Bristol with 12+ years of experience in both B2B and B2C sectors. I have a strong track record in creating impactful graphics, websites and powerful brand identities using innovative digital and design solutions that enhance brand visibility and engagement. I have demonstrated experience in team management, campaigns, social media, videography, photography, SEO, and UX to help drive significant business results.

PORTFOLIO

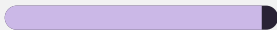






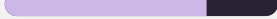
 www.georgesparks.co.uk

EDUCATION





UNIVERSITY OF PLYMOUTH
BA Marketing Degree: 2.1

6TH FORM - A LEVELS
ICT (A*), DT (A), Business (B)
Accounts (C), Critical Thinking (C)

SOFTWARE

Adobe Suite	
Wordpress	
Microsoft	
Figma	
Google Ads	
Analytics	
Shopify	
Hubspot	

CONTACT

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PROFESSIONAL EXPERIENCE

2022-2024: HEAD OF BRAND - JOOBA

- Team Leadership:** Spearheaded the creation and growth of Jooba, managing a high-performing marketing team that significantly boosted the company's presence.
- Brand Development:** Successfully launched over 5 new brands, from logo design and branding to full-scale campaigns, website development and management.
- Global Websites:** Designed and implemented corporate websites for international clients backed up with creatives across multiple mediums to encourage engagement.
- Digital Campaigns:** Managed multiple digital campaigns, optimised SEO, and performed in-depth analysis of websites, leading to increased traffic and conversion rates.

2017-2022: DESIGNER > HEAD OF BRAND - PROCORRE

- Brand Strategy:** Formulated and executed brand strategies that elevated the company's market positioning.
- Stakeholder Collaboration:** Worked closely with internal stakeholders to craft comprehensive design briefs that aligned with project objectives and delivered results.
- Brand Identity:** Defined and articulated brand identity, messaging, and value propositions, for group businesses.
- Graphic & Web Design:** Created eye-catching collateral, and developed interactive digital designs and websites.

2014-2017: AST DIGITAL COMMS - A&S POLICE

- Social Media Management:** Managed channels with 250,000+ followers, enhancing community engagement.
- Creative Campaigns:** Produced designs for campaigns, including the rebranding of internal comms
- Marketing Materials:** Developed comprehensive marketing materials for both internal and external stakeholders.

SKILLS

- MARKETING** - Experience in managing strategies and campaigns. Expertise in leveraging insights and trends across channels to drive visibility, engagement, and conversions.
- BRANDING** - Proficient in crafting brand strategies, identity design, and messaging, to strengthen brand presence.
- WEB DESIGN** - Adept at creating websites with a strong focus on UX principles, and SEO techniques.
- GRAPHIC DESIGN** - Proficient in creating visually captivating collateral, with a keen eye for aesthetics and brand consistency.
- MANAGEMENT** - Ability to lead and manage teams, fostering a collaborative and productive work environment.
- ADVERTISING** - Demonstrated success in conceptualizing, developing, and executing multi-channel advertising campaigns.