

sara parsonage

graphic designer

marketing project manager

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BIOGRAPHY

I am an outcome-focused project manager and graphic designer with over 20 years industry experience. I specialise in below the line activity but have experience of the full marketing mix including advertising, DM, CRM, digital, email programmes, events and sales promotion.

With an agency background, I am comfortable working in corporate environments (WPP, Omnicom, HP, Mattel, Renault, American Express) and my years of freelance experience mean I am happy operating at all levels and company sizes.

I am a reliable and friendly marketing professional and can adapt quickly to new roles, building good working relationships with clients and colleagues alike.



SKILL SETS

Project management	●●●●●●●●
Graphic design	●●●●●●●●
Marketing planning	●●●●●●●●
Direct response	●●●●●●●●
Client relationships	●●●●●●●●
Common sense	●●●●●●●●

PROGRAMMES

InDesign	●●●●●●●●
Illustrator	●●●●●●●●
Photoshop	●●●●●●●●
Word & Excel	●●●●●●●●
PowerPoint	●●●●●●●●
WordPress	●●●●●●●●

EDUCATION

9 O-levels - Poles Convent, Ware, Hertfordshire

4 A-levels - Queens Park High School, Chester

BA (Hons) Degree - Visual Art, Lancaster University

Dip in Information Technology - Guildhall University

EXPERIENCE

- 2010 - present**
Brand and Copy Ltd - Director
Working for myself on a variety of projects including communications advisor to a women's charity, marketing strategy and brand identity for small companies and numerous start-ups, email marketing projects, eCRM and web build, PowerPoint template and deck creation, web design and copywriting, marketing consultancy for an energy group (feasibility study of nuclear decommissioning in Germany), photoshoots and design of PoS for a UK retail chain.
7 YRS
- 2007 - 2010**
William Grant & Sons - Account Director
Before establishing Brand and Copy, I undertook this 3 year contract to build and run an eCRM programme for a whisky brand. Included web planning and build, strategic planning and execution of an online and email programme.
3 YRS
- 2005 - 2007**
The Bottom Line - Account Director
Full AD support to MD working on the Thresher brand, included DM, SP and online advertising.
2 YRS

- 2003 - 2005**
Sara Parsonage - Freelance
Design and project management.
2 YRS
- 1993 - 2003**
Red Cell (WPP) - Associate Director
Responsible for a number of accounts and a team of 7. Working on Hewlett-Packard, Mattel, Renault, America Express, Scottish & Newcastle breweries, Pepsi and Centre Parcs. Covered DM, SP, event management and online. New business development involvement, particularly at Associate Director level.
10 YRS
- 1992 - 1993**
RAPP (Omnicom) - Senior Account Manager
Working on Renault, Budget Rent-a-Car (Pan-European), American Express and M&S.
1.5 YRS
- 1988 - 1992**
Book Club Associates - Product Manager
Subscription marketing manager for two book clubs via direct mail/direct response advertising. Responsible for European Member-get-Member recruitment activity.
4 YRS