

# ZARA ELMI

LONDON, UNITED KINGDOM

## EDUCATION

### GOOGLE

The Fundamentals of Digital Marketing

### MEMBER OF INTERNATIONAL SOCIETY OF TYPOGRAPHIC DESIGNERS

Examination, Merit

### UNIVERSITY OF DUNDEE, DJCAD

Graphic Design, BDes (Hons) First Class  
Art and Design (General Foundation)

### POLITECNICO DI MILANO (ERASMUS)

Master's Modules: Communication Design,  
Typography, Infographics & Data Journalism,  
Hardware & Software for Design.

### GEORGE WATSON'S COLLEGE

## SKILLS & SOFTWARE

Adobe Illustrator  
Adobe InDesign  
Adobe Photoshop  
Adobe After Effects  
Graphic Design  
Art Direction  
Video Editing  
Data Visualisation  
Typography  
Copywriting  
Social Media  
Paid Social  
Content Creation  
Sprout Social (Scheduling)  
Search Engine Optimisation  
Mail Chimp  
Web Design  
WIX  
Editor X  
MS Office  
Excel  
Google Suite  
DropBox  
Figma  
Toggl  
Trello

## CONTACT

(+44) 07523870638  
elmizara@gmail.com

REFERENCES UPON REQUEST.

## EXPERIENCE

### HEAD OF DESIGN & BRAND MARKETING, AGENCY TWENTY THREE

(Formerly ROK Agency) [Apr. 2022 - Present]

- Oversee the design output across print, motion, video, social and web.
- Engineering creative strategy for our extensive portfolio of clients.
- A leading contributor to the ongoing strategic rebrand, repositioning and expansion of the agency within the creative sphere.
- Advising C-Suite personnel daily on internal and external matters.
- Supporting commercial growth by defining and implementing strategic objectives to improve workflow, planning, profitability and efficiency.
- Entrusted with heading up the premier London office.

### DESIGN & MARKETING MANAGER, ROK AGENCY

[Aug. 2021 - Mar. 2022]

- Meticulously organised my team to generate content, copy and design for print, digital, video and social. Up to approximately 40 clients.
- Oversee the creative output throughout the content life cycle.
- Responding to briefs, within budget and specified time frames.
- Defining brand guidelines and acting as a brand guardian for clients.
- Manage budgets of up to £50K per client for end-to-end campaigns.
- Able to communicate with conviction to pitch creative concepts well.
- Strong negotiator with the ability to lift and rally the surrounding team.
- Nurturing junior members of the team to reach their full potential.
- Building trust and maintaining positive relationships with multiple stakeholders, both internally and externally.

### DESIGN & MARKETING EXECUTIVE, ROK AGENCY

[Feb. 2021 - Aug. 2021]

- Designing for print, digital assets, social, motion graphics and websites.
- Managing branding and art direction projects from start to finish.
- Underpinned the strategy behind a successful Dragon's Den pitch.
- Architect of a targeted campaign to secure significant investment.
- A key player in securing a game-changing distribution deal through collaborations, building on-trade awareness and brand prolificity online
- Established individual and consistent brand TOV for various clients.

### DESIGN & MARKETING ASSISTANT, ROK AGENCY

[Nov. 2020 - Feb. 2021]

- Assumed the workload of several people, working to maximum efficiency, covering both the design and marketing needs of the company.
- Responsible for content planning, design, copywriting and campaigns.
- Managed multiple social accounts and adjusted strategy to grow socials that were previously struggling before intervention by up to 836%.

### FREELANCE CONCEPTUAL CREATIVE, UNIT 9

(Ended prematurely due to COVID) [April 2020]

- Multi-disciplinary project for an international car manufacturing brand aiming to segue into a previously untapped niche.
- Responsible for generating outrageously creative concepts, with a focus on innovative storytelling through interactive and visual mechanisms.
- Transcending traditional marketing and design. A true fusion between strategic thinking, conceptual instalments and brand advertising.

### BRAND MANAGER, CAMPUS GROUP (SAILOR JERRY RUM)

[Oct. 2018- June. 2019]

- Initiating strategic partnerships to further brand reach and strengthen messaging within the target demographic and location.
- Exceeded the client's target KPIs for product sample sessions, unit distributions and content creation.
- The campaign's total potential reach was 1.56M with 66.3K social engagements and a campaign reach of 149,504 through UGC.

## ACHIEVEMENTS & AWARDS

### 2020

Diapalante Senegal Council Member.

Zero Suicide Alliance 'Suicide Prevention Training' course.

### 2019

International Society of Typographic Designers Examination passed with Merit.

Dundee Global Plus Award, overall winner.

Dundee Plus Award, recipient.

Creative Conscience Award nominee.

Dundee University Sports Union Blues & Colours Merit Award.

Duncan of Jordanstone class of 2019, head of the fundraising committee.

### 2018

The Scottish Marketing Society's Creative Young Star of the Year Award, Finalist.

Elected 'Communications Officer' for DUWRFC over two consecutive years.

Fundraised £800 for VSO independently.

Co-fundraised £12,000 for Sight for Saliou.

### 2017

Elected 'Social Secretary' for DUWRFC.

Level 1 Rugby Referee.

### 2015

General Foundation course representative.

One Award in 'Global Citizenship & Volunteering' from the OCN.

### 2014

Fundraised £5,600 for Project Trust.

## VOLUNTARY WORK

### PROJECT LEADER, DIAPALANTE SENEGAL

[Apr. 2020 - Present]

Serving as a Project Leader, managing an international team to produce culturally relevant educational books for a community centre in Senegal. The books are distributed online as an open-access learning resource. I directly oversee 16 UK illustrators and coordinate with a larger team of international writers and translators to produce the books.

### WRITER & DESIGNER, THE MAGDALEN MAGAZINE

[Jan. 2017 - Apr. 2019]

An instrumental team member offering design and illustration work, pitching stories and writing articles for The Magdalen Magazine.

### VOLUNTEER, VOLUNTARY SERVICE OVERSEAS

[July. 2018 - Sept. 2018]

With VSO, I spent over 9 weeks in Tanzania working with a cross-cultural team on projects to improve livelihoods through vocational training and employability skills. During my time, I took on a leadership role as elected Chairwoman of a Community Action day focusing on 'Enhancing Education and Empowering Women'.

### PUBLIC SPEAKER, GLOBAL THINKING & LANGUAGE LINKING

[2015 - 2018]

Performing interactive workshops and talks for a government initiative programme with primary and secondary students. Centred around 'Global Thinking and Language Linking' to promote cultural understanding and the importance of learning a second language.

### CO-ORGANISER, SIGHT FOR SALIOU

[2018]

With several Project Trust returned volunteers, I co-led a charitable initiative to raise £12,000 to provide sight-saving surgery to a former student of Diapalante Senegal. Saliou is thriving post-operation and continues to enjoy his main passion, reading.

### TEACHER, PROJECT TRUST (DIAPALANTE SENEGAL)

[Sept. 2014 - Aug. 2015]

Based in a community education centre, I was responsible for educating almost 500 students of various ages. As a team of three, we conducted lessons in Art, IT, English, French and Maths. During this experience, I developed an understanding of French and Wolof - a local language. Whilst overseas, I maintained a blog that garnered 22,643 viewers. Thought pieces from the blog gained attention from the Glasgow Herald and rapper Fuse ODG. Several years on, I now sit on the Diapalante Council and currently work with the charity to write and illustrate culturally relevant storybooks.

## INTERESTS

Digital native with a finger always on the pulse of pop culture.

Graphic Designer, occasional painter & film photographer.

Languages (French & Wolof).

Drama enthusiast. Past performer and Head of Costume Crew.

Experience seeker; theatre, live music & stand up comedy.

Keen chef & avid dinner party host.

Future GBBO contestant, or at least that's what my friends say...

Pub quiz fanatic! A fun fact always goes down well with me.

Plant hoarder & serial propagator.