

JENNY SCOTT



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EDUCATION:

September 2000 - July 2003
Camberwell College of Art,
London BA (Hons) Graphic Design
(1st)

SKILLS:

- Social media management
- Brand management
- Marketing strategy
- Graphic design
- Trend analysis
- Creative concept development
- Project management
- Communication & presentation skills

WHY HIRE ME?

By hiring me, you'll get a highly skilled graphic designer and branding expert who brings humor to the workplace. I deliver exceptional results with passion and enthusiasm while keeping the office atmosphere lively. With experience in esteemed organizations like Marks and Spencer, Interbrand, Selfridges, and Nike, I excel at transforming challenges into remarkable outcomes. Let's elevate brand presence, drive success, and share some laughs along the way.

CLIENTS

- Nike
- Selfridges
- Marks & Spencer
- Mothercare
- Apple
- Netflix
- Soho House
- Estée Lauder
- BBC
- NET-A-PORTER
- Mulberry
- J.Crew
- Gymbox
- Warner Bros
- Bugaboo
- Liberty
- Superdrug

EXPERIENCE:

MARKS AND SPENCERS

November 1999 - December 2000 Position: Menswear Design Assistant

- Delivered concise written trend analysis reports for the menswear team, featuring innovative design, fashion, architecture, music, and lifestyle concepts.
- Collaborated and supported the Menswear team on wider content projects.
- Contributed to WGSN's Fashion Feed and overall menswear team objectives.

INTERBRAND

April 2000 - October 2004 Position: Designer

- Presented designs confidently to the team and clients.
- Produced a high percentage of creative concepts for each presentation.
- Oversaw projects from conception to completion, implementing winning designs.
- Acted as a creative catalyst, inspiring juniors and impressing senior designers.
- Created mood boards, audits, and presentations for new briefs.
- Played an integral role in art direction for photo shoots.

SELFRIDGES

January 2005 - February 2006 Position: Creative Content Designer

- Designed and structured research into clear, visually appealing presentations and digital content.
- Communicated ideas, projects, and trends to the wider business and external partners.
- Conducted in-depth cultural and creative research to inform the Creative Direction team.

START CREATIVE

November 2005 - December 2008 Position: Marketing and Design Specialist

- Worked closely with the production manager to develop relationships with external suppliers.
- Ensured a consistent brand and customer journey from digital to in-store.
- Presented work at internal and external meetings.
- Managed time and prioritized workload to meet project deadlines.

ROSIE LEES

April 2008 - October 2010 Position: Graphic Designer

- Delivered innovative and cutting-edge creative for Nike across print and digital channels.
- Developed inspiring and consistent designs for use across Nike stores and all channels.
- Collaborated with the design and multimedia creative teams on defining and shaping creative campaigns.

CHECKINIT

2007-2010 Position: Founder

- Established an independent communications agency specializing in design, trends, and events.
- Focused on youth culture and streetwear, celebrating underground and unsigned talent.
- Generated ideas, designed retail installations, logos, look-books, and created exhibitions and events.
- Provided comprehensive consumer market research and trend consulting for creative agencies.

THE TABLE RESTAURANT GROUP LIMITED

2019 - Present Position: Founder, Communications Manager,

- Successfully built and managed a strong social media presence, increasing brand visibility and engagement
- Developed strategic brand partnerships, fostering collaborative initiatives and driving business growth
- Secured excellent press coverage, utilizing effective media relations and PR strategies
- Cultivated a highly recognized reputation within the industry
- Created and executed branding strategies, ensuring consistent brand messaging and visual identity
- Provided art-direction for photoshoots, capturing the essence of the brand and maintaining a cohesive aesthetic
- Led successful relaunch campaigns, revitalizing brand presence and driving customer engagement

MOTHERS MEETINGS

2011 - Present Position:

Founder, Communications Manager

- Connect brands to an influential network of inspiring mothers through events and marketing.
- Develop bespoke campaigns and experiences to change the face of motherhood.
- Build brand awareness and engage with parents in an exciting and effective way.
- Plan, produce, and promote bespoke events attended by influential mothers.