



Eleanor Man

BRAND & CREATIVE MANAGER

CONTACT:

- +61 460 296 266
- eleanor.man9@gmail.com
- Sydney, NSW
- www.eleanorman.com

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QUALIFICATIONS:

- Professional Diploma in Marketing,** Data and Marketing Association Ltd 2022-2023.
Award: Credit
- Masters Fine Art,** Chelsea College of Arts (University of the Arts London). 2016 - 2017
Award: Merit
Modules: Contextualising and Realising research-led practice
- Bachelor of Fine Arts,** University of Southampton 2013 - 2016.
Award: Distinction (1st Class honours)
- User Experience (UX) Short Course.** UAL 2019.
- After Effects:** Introduction, Media Training Ltd, Feb 2018.
- Level 2 certified ASA Swimming Instructor** with 13 years teaching experience.
- Advance PADI** April 2022

LANGUAGES:

- Native English**
- Mandarin:** HSK certified L2 speaking, listening and reading.

PROFILE: Creative | Brand | Marketing

As a Brand & Creative Manager, I bring a unique blend of skills to the table. My track record is not just about brand innovation but also about managing the entire creative development process and crafting marketing campaigns that truly embody a brand's essence and resonate with its audience.

With eight years of industry experience, I've had the opportunity to work in both agency and in-house settings. My portfolio showcases my ability to handle diverse B2C and B2B projects with equal finesse.

Due to my partner's work, I have relocated to Sydney, and I already hold a Temporary Skill Shortage visa with full rights to work (subclass 482). I'm seeking a challenging role that leverages my expertise and passion for

the opportunities in the evolving FMCG sector.

Key Strengths:

- Brand strategy development and execution
- Planning and managing marketing strategies
- Creative direction and visual storytelling
- Team leadership and collaboration
- Marketing campaign management
- Market research and consumer insights
- Brand positioning and messaging
- Digital and social media marketing
- Budget management
- Stakeholder management

WORK EXPERIENCE:

JING TEA LTD – OCT 2019 - JULY 2024

Brand & Creative Manager

At JING, I have grown into a multifaceted role where I define and develop JING's brand and own the consumer marketing strategy to drive acquisition within the luxury foodie market and achieve a unified vision and strategy.

Notable achievements:

+23K YTD increase in Fans & Followers across Instagram, Facebook and LinkedIn 193% increase from 7.8K vs 2022

150K average monthly account reach via a new digital advertising strategy

1.3M YTD impressions across Instagram, Facebook and LinkedIn + 750% from 155K in 2022

+21% YTD increase in e-commerce sales vs 2019 (pre COVID measure)

Responsible for the creative delivery of key global events including The Intercontinental Hotel Group, Women In Hospitality, and Bartlett Mitchell. Plus, delivering the proposal for the Marriott Spa Project which has enabled the UK sales team to deliver **80% of their annual new account wins** target by Q2 2024.

In 2019 I was the creative lead in the strategic development, roll out, and continued guardianship of JING's brand guidelines.

Two promotions since joining JING Tea.

Management of a junior creative team.

Responsibilities included:

- Applying a deep understanding of market trends, consumer behaviour, and competitor insights to craft unique brand experiences and purposeful 360 marketing campaigns that resonated with JING's audience
- Being the strategic powerhouse behind campaigns. Analyzing market research, consumer insights, and metrics to inform decision-making – and align to marketing objectives to increase brand awareness or customer engagement
- Facilitating and fostering brand partnerships or events to promote positive brand advocacy. Notable recent partnership developments have been with Hyatt APAC, The Macallan, and The Chocolatier. Each with tailored and unique activations
- Creative lead for new product and innovation initiatives with a *sustainability and quality* focus. Applying understanding of material, design and operational requirements



VOLUNTEERING:

- Mentor with The Girls Network
- Swimming instructor and coach for Out to Swim London

TECHNICAL SKILLS:

Adobe Creative Suite

Professional



Brand strategy

Professional



Creative direction

Professional



Marketing

Professional



Graphic, print, UX, and digital design

Professional



Presentation skills

Professional



Interpersonal skills

Professional



Leadership skills

Very good



Microsoft Suite

Very good



Copy writing

Very good



SEO

Good



Photography

Good



PASSIONS:

- I'm a massive foodie
- Arts
- Pilates, yoga, swimming, and running
- Diving & travelling

- Responsible for the management of JINGs social media, public relations (PR), and influencer program, to create a cohesive and impactful brand presence
- Ensuring digital lead assets including paid advertising, e-commerce, weekly email newsletters, and social communications were delivered on time and in line with the marketing strategy and calendar
- Getting hands on with directing video and photography shoots
- Commissioning external suppliers, agencies, and freelancers across the UK and Asia. Effectively translating objectives into actionable creative briefs
- Coaching, empowering and managing a high performing marketing team. Being a fluid team player across the global teams including project management, budget, and quality control

VERBALISATION LTD – 2017 - 2019

Graphic Designer

In this client-centric role, I worked alongside a multidisciplinary team in a fast-paced strategic communications agency, which specialised in connecting businesses to their audiences through the combination of psychology and language.

Notable achievements:

Contributed to 'Building a Better Future' digital campaign for Jersey Finance Ltd. that was nominated for a **Drum Marketing Award 2019**.

Creative lead for Thames Waters' new brand proposition, corresponding verbal strategy, and promotional roll-out that had an **85% customer satisfaction rate** saying that the new approach made them feel that Thames Water offers good value for money.

Delivering a portfolio of high quality creative for clients such as Guinness, and Logic Vapes; as well as digital led campaigns for accounts such as Jersey Finance and Bridge the Gulf.

Responsibilities included:

- Conceptualizing brand positionings and language strategies into visual narratives, social and digital campaigns. Clients included Cambridge University, General Motors, NATO, and Quorn
- Presenting creative concepts and managing customer relationships at client meetings
- Researching, conceptualizing, and delivering creative concepts suitable for briefed audiences and touch-points
- Providing strong typography, layout, and typesetting skills, which were essential for creating clean and stimulating visuals required for both print and digital channels
- Delivering a variety of high-quality campaign creative including, but not limited to: images, info-graphics, GIFs, iconography, videos/animations, mock-ups, original illustrations and data visualizations

FREELANCE OR CONSULTANCY – 2019 - PRESENT

I have undertaken multiple consultancy projects including, re-branding, logo, and asset design for clients such as:

- Visual Identity and brand guideline creation for Brand Archery 2024
- Visual Identity, website, and guidelines for The International Securities Association (ISSA) 2022
- Designing collateral for The Design & Agency Awards (D&AD) 2019
- Brand strategy for Euraffex 2019
- Branding for the Charitable World Ethics & Leadership (WEL) Foundation 2019