



Ellen Woodward

Creative Director

📍 London, UK

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Languages

English

About

I am an experienced Creative Director, responsible for all design output – a diligent and passionate Brand Guardian. I am more than capable managing design/creative teams, workload strategy, appraisals, mentoring, digital marketing and websites, department budgeting, scheduling, database management, data analysis, end-user fulfilment, client liaison, presentations to third parties and print buying. I am still hands on creating brand campaigns, pitch decks, concept and digital.

BRANDS WORKED WITH

Acco Europe

County Print & Design

Dorling Kindersley Publishing Limited

The 44 Group

Trailfinders Limited

Experience

● HEAD OF CREATIVE

Trailfinders Limited | Feb 2008 - Apr 2023

Brand Guardian – writing, implementing & upholding Creative direction of the company high print-run Magazine Corporate Branding design update and implementation role-out Print buyer with an annual budget of approx £4m Weekly advertising – 50+ print & digital adverts a week Social media digital graphics & website concepts Logo design for all company sub-brands & NPD Exhibition concepts & graphics Client creative presentations Organisation & art direction of company photo shoots Line management of design department staff In-house database management of 95,000+ images & creative resources Wrote the company Sustainable & Responsible Mailing Guide Wrote the company Environmental Printing Policy Artwork archive & database Erez digital brochure design Day-to-day management of the Studio Web & Digital creative proposals

● EUROPEAN CREATIVE MANAGER

Acco Europe | Jan 2000 - Jan 2008

Pan-European Brands creative marketing campaigns – print & digital Packaging concepts & creative – liaison with Packaging Technologists Digital marketing & web design for pan-European brands in multilingual formats Project-managing creative agencies & freelancers Brand Guardian, ensuring adherence & European implementation Logo Branding – Creative rebrand & end-user roll out Strategic planning & budgeting Print buying for all company collateral across eleven European markets Art direction, styling & co-ordination of company photo shoots Scheduling – annual brochures, marketing campaigns & corporate events Day-to-day management of the Studio – both staff & work Creative input in NPD and supplying concept scamps as required Creative support for European markets, understanding & adapting to how each has unique marketing needs Archiving & data-basing all European design projects

● SENIOR DESIGNER

County Print & Design | Sep 1998 - Jan 2000

Creative concepts & design artwork Mentoring design team Creative collateral to support council activities Building and maintaining a portfolio of clients Art direction of photographers & illustrators Pre-pressing for the in-house printing team

● ART EDITOR

Dorling Kindersley Publishing Limited | Jul 1991 - Sep 1998

The Top Ten of Everything Ultimate Organising Hints & Tips Essential Managers Guides The Complete Book of Sewing Adolescence – Survival Guide for Parents & Teenagers Home Medical Encyclopaedia Family Doctor Home Adviser Visual Dictionary of Dinosaurs Visual Dictionary of the Universe Organising & running design teams on a day-to-day basis Creative concepts from original briefs to be tested at international industry fairs Creating & implementing book style guides – originating & overseeing layouts Maintaining artistic and style consistency throughout

a project Commissioning and managing agencies Art direction & styling
of company photoshoots

● **Creative Director**

The 44 Group | Apr 2023 - Now