



Philippa May

Creative Direction & Digital Marketing

Bath, UK

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Links

[Website](#) [LinkedIn](#)

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Languages

English (Fluent)

English

English

About

A brand creative who can never say no to a challenge. Data over everything but make it beautiful. Check out my latest projects: www.maydstudio.com/portfolio
Instagram: [@_philippamay_](#) [@maydstudio](#) www.maydstudio.com

BRANDS WORKED WITH



Experience



● Founder & Director

Mayd Studio | Sep 2019 - Now

Design, creative direction, branding and digital marketing strategy. Helping you accentuate and grow your brand whether that's through delivering a new brand identity with a strong creative direction, designing your website to perform, or planning and implementing a digital marketing strategy to acquire new customers and retain loyal ones. Clients include: HERA, Petalon, NOVO London, Second Summer, fourfive, HAYO'U, Richard Bertinet, Onolla.



● Creative Direction Consultant

Hayo'u Method | Jun 2022 - Jan 2023



● Website Designer

NOVO | Oct 2022 - Jan 2023



● Marketing Director

fourfiveuk | Mar 2021 - Oct 2021

Brand marketing consultant implementing strategy, data led analytics and market focus to build and scale.



● Bath Life Interiors Columnist

MediaClash | Jan 2017 - Oct 2021

Guest columnist writing about key seasonal interior trends and how to curate them every month.



● Head Of Brand

Abbott Lyon | Oct 2017 - Sep 2019

Developing and leading the creative direction and marketing strategy of the brand. Managing a team of designers, marketers, photographers and buyers to create a cohesive and inspirational vision. Led the direction and implementation of a new eCommerce Shopify website from conception to launch. Directing the team and facilitating the connection of all visuals, design, advertising and copy to improve the strength of the brand in order to successfully grow commercially in the UK and Germany. Was responsible for the digital marketing strategy, with in depth channel analysis for customer acquisition and retention.

● Creative Director

Laze Wear | Jun 2017 - Jul 2018

Directed the conception and growth of the sleepwear brand alongside the founder/managing director. Developing a successful visual, social and commercial strategy that saw the brand get to 40k following in

12 months as well as month on month steady revenue growth solely through digital channels.



- **Marketing Manager**

Abbott Lyon | Oct 2016 - Oct 2017

Directed and developed the re-brand of Abbott Lyon focussed on aiding new market growth including tripling the size of the German market, alongside an improved and concise brand strategy that would facilitate successful growth both visually and commercially.

- **Online Editorial Author**

Country & Town House | Sep 2016 - Nov 2016

Guest writer on interior trends and how to replicate key seasonal trends with big budgets.



- **Designer Freelance**

Dyson | Apr 2015 - Apr 2016

Designing and managing production of new global store fashions. Working with Creative Director to achieve a unique garment solely for Dyson and the launch of the Dyson Supersonic Hairdryer 2016.

- **Designer Activewear**

| Sep 2014 - Mar 2016

Sportswear design specialising in women's running, tennis and yoga. Working on athleisure brands Asics, Sports Philosophy, ActiveBod and Diadora. Main roles included trend forecasting, initial concept design, branding and technical packs. Aided in fit sessions and photoshoots.



- **Design and Production**

Amanda Wakeley | Jun 2014 - Aug 2014

Researched and helped to develop new silhouettes, draping, fabric and trend research Knitwear and trim research used for improved designs, with two ideas going to production Worked closely with garment technicians in pattern cutting, amendments, fabric sourcing and technical packs.

Education & Training

2013 - 2015

- **BATH SPA UNIVERSITY**

FdA, Fashion, Design and Textiles

2009 - 2012

- **UCL**

Ba Hons, Human Geography and Economics