

Hello. My name is Emilie Lashmar and this is my CV.



+44 (0) 7740355754



Ground Floor Flat,
34 York Road,
Hove, East Sussex,
BN3 1DL

emilie@lashmar.co.uk

www.lashmar.co.uk



Passionate about all things digital. **Astute**, strategic, intelligent and insightful. **Ambitious, creative** with a positive approach to life and work. Personable, approachable, with an **enthusiastic** and motivational nature and an overall passion for excellence. A **good communicator** with proven experience and talent in building rapport and relationships with individuals at all levels.

I have 4 years experience in the digital industry. After working for myself, I am now excited with the possibility of working as part of a larger team where I can learn and grow.

01. EXPERIENCE

OUTTALINE DESIGN LIMITED | CO-FOUNDER & DIRECTOR

(January 2016 - August 2016)

Outtaline Design is the agency that evolved from a partnership. Outtaline's main services are graphic design, web design, illustration and branding. We white label for larger agencies as well as servicing our own clients.



Bringing an imaginative approach to what I do, I'm not afraid to question, disrupt and play. I like to tease out key insights needed to deliver impactful and meaningful results. Developing user-led, future-ready design, which looks slick and works.

- » Development of client SOWs
- » Building standardised rate card/pricing
- » Accurate time measurements/client profitability reporting
- » New business lead qualification
- » Outsourcing to developers
- » Project management
- » Hired accountant & book keeper
- » Worked to multi million pound company brand guidelines

CLIENT CASE STUDY: NAIL CREW

(November 2015 - Ongoing)

Nail Crew is a nail bar founded by Alex Frost. It currently resides within RJ's on Queens Road, Brighton. Branding, printed communications design and build responsive Wordpress website, Email/hosting, social channels set up, Google business page including Google maps, SEO, Social media & marketing advice, pitching presentations.



TASK/ACHIEVEMENTS

- » Logo and full branding creation
- » Met client in 2013, kept good rapport and then turned into a paying client in 2015
- » Knowing the client, and asking right questions was able to write a clear brief
- » Advice with SEO, social media, and business strategy
- » Involved in ongoing marketing plans
- » Nail Crew is growing consistently - have hired 2 new staff since website rebuild

CLIENT CASE STUDY: CAPSUN PROAUDIO

(February 2016 – April 2016)

Boutique sample creation and sound design founded by Jay Pulman in 2013. Branding, design and build Shopify website, SendOwl and Amazon web services set up.



TASK/ACHIEVEMENTS

- » Brighton Creatives customer in 2013 for branding and website, client relationship developed and return business for website refresh/webstore build in 2016
- » Learnt Shopify platform for the client, exceeding expectations
- » Achieved value for money
- » Outsourced custom work to an external developer
- » Quick turnaround
- » Slack used for step-by-step feedback, building on client relationships



OUTTALINE DESIGN GOOGLE REVIEWS

BRIGHTON CREATIVES | PARTNER

(May 2012 - Present)

Brighton Creatives started as a partnership alongside part time jobs. We went full time with Brighton Creatives in January 2013 when we had a big enough client base. At the start our work mainly consisted of creating branding and portfolio websites for artists, musicians and filmmakers. In our second and third year we white labelled for larger agencies with high profile clients alongside building websites for the hospitality sector, lifestyle blogs and luxury yachts. We worked alongside brands with digital marketing campaigns and built up audiences through social media.

Brighton Creatives was a steep learning curve with lots of lessons learnt, but it created a good foundation into running and growing a business in the digital industry. My role focused on business development, creating and delivering pitches, managing and retaining clients, as well as hands on brand and design for print and web.

- » Free Agent used for accounting software
- » Introduction to business development
- » Winning, retaining & growing client revenue
- » Creating and delivering pitches
- » Writing eloquent emails
- » First inbound business lead from Google search
- » Over 1000 likes on Facebook
- » Doubled turnover in 2nd year, 50% increase in 3rd year
- » Accepted onto government Business Growth Accelerator scheme

CLIENT CASE STUDY: SOPHIE SABBAGE

(May 2015 - Ongoing)

Sophie Sabbage is dedicated to serving people who have been diagnosed with cancer. Sophie asked me to design and create her blog/website working alongside her 5-team members with daily Slack contact. Other communications were designed and delivered. She is a No. 1 Amazon best seller with 'The Cancer Whisperer'.



TASK/ACHIEVEMENTS

- » Used Slack to talk and converse with Sophie's 5 team members
- » Liaised with Sophie's illustrator
- » Worked with digital marketer on sign up for free content campaigns
- » Learned to design and roll out AWeber email campaigns
- » High level of attention to detail
- » Translating 'tech team' speak to Sophie
- » Managing Sophie expectations when she was terminally ill
- » Tutored and taught back end of Wordpress to website manager
- » Worked to Sophie's deadlines, worked weekends and when was needed
- » Lots of client contact time, with video Skype and phone calls
- » Worked with external developer for some bespoke features
- » Advising Sophie and team on technologies and best approach, shaping strategy
- » Built and maintained excellent relationship



BRIGHTON CREATIVES GOOGLE REVIEWS

02. EDUCATION

UNIVERSITY OF THE ARTS LONDON (2007 - 2010)
BA Hons Fashion Illustration
London College of Fashion
2:1

*Illustrator for LCF 2011 prospectus
'Pigeons & Peacocks'

AMERSHAM & WYCOMBE COLLEGE (2005 - 2006)
Art Foundation
Distinction

DR. CHALLONERS HIGH SCHOOL
(1998 - 2005)
A Levels
Business Studies B
Textiles B

GCSE
9 A* - C

03. SKILLS

DESIGN/TECHNICAL

- » Adobe CS6
 - » Illustrator » Photoshop » InDesign
- » HTML/CSS
- » Wordpress CMS
- » FTP
- » Domain Management
- » Basic knowledge of UX/UI
- » Basic knowledge of Google Analytics and Jetpack for Wordpress
- » Yoast - Basic SEO practices
- » Basecamp
- » Target Process
- » GoogleApps
- » Mailchimp designing & campaign sending/tracking
- » Social Media - Facebook/Twitter/Google+/Instagram
- » MS Office
- » Keynote/Pages
- » Google Drive/Dropbox

CUSTOMER RELATIONS

- » Approachable with a diplomatic manner
- » Excellent telephone & email communication
- » Strong interpersonal skills
- » Can communicate with introverts and extroverts
- » Comfortable talking to clients at all levels
- » Can talk the language and use mirroring
- » Interpreting client feedback, good listener
- » Enjoys constructive criticism
- » Sales background
- » Networking & attending events

04. REFERENCES

"Emilie Lashmar designed my website: www.sophiesabbage.com and has partnered with me in continuing to develop it since we launched it in 2015. She was highly responsive to what I wanted and brought my vision to life in a very special way. I consistently receive great feedback about the site, including from leading publishers who say they rarely see an author's site as beautiful, engaging and functionally effective as mine.

As well as being very creative, Emilie is extremely efficient and technically capable. She knows her stuff and gets things done fast. She has also got me out of a few scrapes when things went wrong, even when she was very busy. I envy anyone who hires her and can't recommend her highly enough.

Most importantly, she managed my account as a whole, partnering my team and ensuring all our needs were met along the way."

SOPHIE SABBAGE

Author & former client
+44 (0)7801 296655
sophie@sophiesabbage.com

SARA LEATHERLAND

Business Advisor - Growth Accelerator
+44 (0)7967 604354
sara@holism.company