

# Emmanuella Aggrey-Ogoe

Midweight Brand & Campaign Designer (Fashion & E-commerce)

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Commercially focused Midweight Brand & Campaign Designer with 4+ years' experience delivering revenue-driven creative for fashion e-commerce. Trusted to own end-to-end sales campaigns during high-pressure trading moments, alongside brand-led and seasonal work, blending editorial craft with performance-led thinking across digital and physical touchpoints.

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## EXPERIENCE

### Creative Designer (Midweight)

Childrensalon | March 2023 – Present | Tunbridge Wells

*Promoted to Midweight (2025)*

- Led creative for key seasonal sales, including Summer Sale and End of Season Sale, supporting approximately 70–80% of January revenue.
- Owned Outlet and Black Friday creative across fast-paced trading cycles, delivering assets across paid social, email and onsite.
- Delivered consistent, commercially effective creative under tight deadlines across complex, multi-channel campaign rollouts.
- Improved delivery speed and consistency by streamlining workflows and introducing motion templates and AI-supported production.
- Led end-to-end delivery of print and packaging projects, including booklets, inserts and festive packaging.

Key achievement: Promotion to Midweight Designer following ownership of high-impact trading campaigns during peak commercial periods.

### Junior Designer

Geobrand | May 2021 – March 2023 | Maidstone

- Led packaging and brand design for Chegworth Spark, developing a premium packaging concept within a competitive FMCG environment.
- Designed brand identities across web, print and environmental graphics, supporting clear brand positioning and visual consistency.
- Collaborated with UI/UX teams on web visuals and digital storytelling to enhance usability and engagement.

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## CORE SKILLS & TOOLS

### Campaign & Trading Design

Fashion e-commerce campaigns, sale and trading moments, paid social, email, onsite creative, multi-market rollouts, A/B testing

### Brand & Editorial

Brand storytelling, editorial layout, art direction, visual systems, print and packaging, campaign concepting

### Digital & UX/UI

Responsive web design, landing pages, wireframing, user journeys, mobile-first design

### Tools & Workflow

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Jira, Slack, Microsoft Teams, Notion

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## EDUCATION

### BA (Hons) Graphic Communication

*University of Reading, 2020*

### Foundation Diploma in Art & Design

*Croydon College, 2017*