

AISLING HENRY

DIGITAL MARKETING & DESIGN EXECUTIVE

CONTACT

NAME

AISLING HENRY

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PORTFOLIO

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EDUCATION

Int. Commerce with French

NUI, GALWAY

2.1 Honors Degree

SKILLS

Adobe Ai



Adobe Ae



Email Marketing



Website Management



Adobe Ps



INTERESTS



INTRODUCTION

Hi, I'm Aisling. I am an experienced digital marketing & design specialist with extensive experience in the e-commerce space. Most recently, I have worked for an international cosmetics company creating email and social campaigns, product videos and PR leaflets. I am currently seeking a senior design position in a globally-competitive firm.

EXPERIENCE

BPERFECT COSMETICS, BELFAST

Digital Marketing & Design Executive

April 2021 - Present

- email marketing creation & management - revenue increased by 140%
- PR leaflet creation for product launches which were sent with PR packages to influencers and customers
- paid social ad creation & campaign management across Facebook, Instagram & YouTube
- billboard & bus graphic design for a nationwide launch
- creation of in-store POS & window graphics

HARRY CORRY INTERIORS, BELFAST

Marketing Executive

May 2018 - April 2021

- email marketing creation & management
- paid social ad creation across Facebook, Instagram & YouTube
- in-store POS ticket and store front design
- video creation for use across socials and use on retail and storefront screens
- website and CMS management including uploading products and managing website banners, etc.
- UX website redesign for a new & updated site
- print media design including newspaper & billboard
- product photography and editing in Lightroom & Photoshop for website imagery
- created packaging designs for a new childrens bedding range
- social media management - accounts grew over 1200%

FREELANCE DESIGN

Graphic Designer

March 2020 - Present

- brand design package for a local beauty salon
- logo, merchandise & newspaper adverts for a cow farmer
- logo & business card design for a web designer

ACHIEVEMENTS

- generated over £2 million in revenue over 16 months through email marketing
- re-designed in-store POS for 52 stores across Ireland & the UK
- designed a new site for a thriving e-commerce brand with wireframes using UX & UI design principles.