

Connor Bayliss

Marketing and Graphic Design



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Additional info

Date of birth 17/11/1996
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Short bio

I am a hard-working individual and flexible worker. I love facing new challenges and using them to learn and better myself. I enjoy working within a team to deliver a project, but I also thrive working on my own. I aim to listen and learn as fast as possible so that I can hit the ground running and really make the most out of the time I am given to deliver on my tasks with a successful finish.

Software Skills

Adobe After Effects
Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Ahrefs
Canva
Google Analytics
Hootsuite
Loomly
MailChimp
Microsoft Office
SEM Rush
Trello
Uber Suggest
Wix
Wordpress

Work experience

Freelance Graphic and Web Designer

CBDesigns
Mar 2017 - Present
Kidderminster

- Responsible for the execution of a variety of design projects, including branding, typography graphic and logo design, web design and print.
- Project management working on multiple projects at once.
- Performing in-depth research and content development prior to client meetings.
- Collaborating with other freelance artists and companies for a successful project output.
- Keyword research and Search Engine Optimisation based on project requirement.

Social Media, Development & Communications Officer

Staffordshire Stallions American Football Club
Jun 2020 - Jul 2023
Stoke-On-Trent

- Brand creation and maintenance.
- Graphic design for online and offline material - Including digital graphics and animations, banners, posters and other print material.
- Social media management, including content creation, page development, advertisement and maintenance, also including responding to customer queries and business opportunities.
- Liaison with club and player sponsorships, external companies and university departments.
- Responsibility for player and coach communications, including civil matters, training and development opportunities.

Professional Skills

Brand Consistency
Brand Development
Budgeting and Planning
Communications
Digital Marketing
Email Marketing
Graphic Design
Logo Creation
Marketing
Motion Graphics
Photo and Video Editing
Print and Artwork
Project Management
Development and Implementation
Search Engine Optimisation (SEO)
Social Media
Strategic Planning
Web Design

Hobbies

American Football
Chess
Cooking
Hiking

Marketing Executive

The Supply Register

Aug 2021 – Jun 2022
Stoke-On-Trent

- Projects and campaigns – Assisting with multiple tasks between departments and individual members to meet tight deadlines.
- Collaborating with external organizations for both internal and external projects. Scheduling regular meetings and ensuring branding and communications were aligned between both parties for mutual benefit.
- Email Marketing through Mailchimp, developing regular newsletters, customised and targeted to our individual schools, staff and supply teachers.
- Content creation and advertisement through graphics, videos and animation and website design, embodying The Supply Registers values while also ensuring to work within the brand guidelines.
- Using data and statistics to personalize targeting for campaigns and to measure Objectives and KPI's.
- Managing all social media platforms across Facebook, Twitter, Instagram and LinkedIn, delivering monthly reports on page data and handling customer queries and messages while also ensuring to output regular and up to date content.
- Maintaining the brand websites, editing pages and collaborating with external marketing agencies to improve SEO and advertisement.

President

Staffordshire University Students' Union

Jun 2019 – Jul 2021
Stoke-On-Trent

- Responsibility for overseeing the Senior Management Team and working with them to support and progress the organization. Including forward planning, staff management and overall responsibility for achieving the organization strategic goals to support its members.
- Overall responsibility for Union activities.
- Chair of the Unions Board of Trustees including providing updates and regular reports to the board outside of meetings.
- Primary responsibility for university and external liaison.
- Responsible for liaising and advising the CEO on finances, staff management, media and public relations.
- Performance management of the CEO and Leadership team.
- Campaigning which involved, Researching strategies, planning delivery and resources, communicating ideas and strategies, implementation and evaluation and analysis.
- Collaborating with all union departments including marketing and media. Ensuring all campaigns were executed correctly, embodying the unions values and branding.

Education

Digital Marketing Management

Staffordshire University
Sep 2022 – Present
Stoke-On-Trent
Progressing towards a Merit.

BSC Hons – CGI & Visual Effects

Staffordshire University
Sep 2016 – Jun 2019
Stoke-On-Trent
2:1 – Upper Second Class

Diploma in I.T

Kidderminster College
Sep 2013 – Jun 2015
Kidderminster
Distinction – Merit – Merit

GCSE's

Baxter College Secondary School
Sep 2007 – Jul 2013
Kidderminster

References

Ken Sankson – C.E.O

Staffordshire University Students' Union
01782 294629
k.sankson@staffs.ac.uk

Liz Barnes – Vice Chancellor

Staffordshire University
01785 353202
liz.barnes@staffs.ac.uk

Steve Sutton – Marketing Manager

Staffordshire University Students' Union
01782 294629
steven.sutton@staffs.ac.uk

Lisa Toft – Marketing Manager

The Supply Register
lisatoft@supplyregister.uk

Boards and Committees

Social Media and Marketing Team

Birmingham Bulls American Football Club
Jun 2023 – Present
Kings Norton

Board Of Governors

Staffordshire University
Jun 2019 – Jul 2021
Stoke-On-Trent

- Assisting the University in leveraging its profile on an international, national, and regional stage.
- Carrying responsibility for determining the strategic direction of the University, ensuring the effective management of its activities, planning its future development, and helping to create an environment in which the potential of all students is maximized.
- Providing oversight, scrutiny, challenge, and leadership to the University in pursuit of its vision and values.

Chair of The Board of Trustees

Staffordshire University Students' Union

Jun 2019 – Jul 2021
Stoke-On-Trent

- A strong personal commitment to Higher Education/Students Unions –Aiming to deliver and support the values and objectives of those institutions.
- The ability to act fairly and impartially in the interests of the University/Union as a whole, using independent judgement and maintaining confidentiality as appropriate.
- Strong chairing and leadership skills which promote effective decision making and constructive debate.
- Able to create a harmonious working environment, by developing and maintaining positive and effective relationships.
- The ability to work as a team, which has both executive and non-executive members.
- Skills to analyse and review complex issues and weigh up conflicting opinions.
- Explain both orally and in writing reasons for arriving at decisions.
- Understanding of strategic planning and resource management.
- A commitment to engaging positively and openly with students, staff, the public and other stakeholders.
- High standards of integrity and honesty.