

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

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## Hobbies

American Football

Chess

Cooking

Hiking

## 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

## 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.
- 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.

## 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.