

Emily Greenhill (*née Revell*)

Graphic Designer, Marketer, Content Creator

Contact

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[LinkedIn](#)

Portfolio

www.emilygreenhill.com.au

Summary

Emily is a Graphic Designer with 8 years experience and 14 years in Marketing & Content. Her broad experience ranges from FMCG through to startups, with a focus on consumer products. Combining her design skills with marketing experience, Emily takes a strategic approach to all design projects. She's recently completed further study in UX Design.

Emily founded State Of Reverie in 2017, a design studio and eCommerce store specialising in printed products for events. Profitable from year 1, Emily achieved 6 figure profits by year 3 and led a small team prior to selling in 2022. Emily is an expert in branding, print design, digital marketing, content creation and website UX/UI, specialising in Shopify and Squarespace.

Experience

Nov 2022 - Current

Maternity Leave

Full time mother to two boys under 3.

Revelly Studio (Freelance)

2018 - 2022

Graphic Designer, Director

Responsibilities: Branding & identity, positioning and strategy, web design, stationery, packaging, digital assets, marketing collateral, style guides, document typesetting, print production, advertising, client relationships.

Achievements:

- 30+ clients across Interior Design, Photographers, Makeup Artists, Event Planners, Baby & Children's Goods, Florists, Accountants, Fashion Designers and Therapists.

State Of Reverie Studio Pty Ltd

2017-2022

Founder & Director

A boutique design studio and online store specialising in event stationery and signage. See stateofreverie.com

Responsibilities: Art Direction, Print Design, Digital Design, UX/UI design of eCommerce store, Marketing, Social Media, Supplier Management and Team Leadership.

Achievements:

- Achieved 6 figure profits by Year 3
- Designed and built large-scale Shopify site in 2020, with over 250 products
- Post website launch grew international sales from 10 - 30% of total revenue
- 16K Instagram followers, 1.2m monthly Pinterest views (at time of sale)
- Led two team members - Junior Graphic Designer and Customer Service Manager.
- Featured in Vogue

Heed (UK)

2016

Graphic Designer

See heed.io

Heed is a tech startup in London, with a SaaS communication platform designed to connect with and engage employees, allowing for more efficient workflows and internal communications.

Responsibilities: collaborated with marketing team on re-brand, website design, design of sales documents, presentation decks and digital marketing assets.

Achievements:

- Led company first UX workshop to inform new website design
- Instigated and led name change from InXite to Heed and new visual identity

HMV Retail Ltd (UK)

2016

Marketing Manager - purehmv Loyalty (temp contract)

Responsibilities: planning and execution of loyalty program; new eCRM program; eDM design and delivery to database of 1.2m; social media strategy and management; analysis of program performance and customer buying behaviour; implementation of customer research programs; website content management.

Experience (cont.)

Whisk Media Group

2014-2015

Marketing Manager - myfoodbook.com.au

whiskmediagroup.com.au

Responsibilities: Art Direction and Campaign Management for the myfoodbook brand; Content creation and production (recipe development, photo and video shoots, eBooks etc); Website and app content management; social media; Managed one direct report and worked closely with agencies and in-house Graphic Designer.

Achievements:

- Launched new website in 2014 to allow visitors to build their own eCookbooks
- Alongside the Director, Emily built up the content creation agency arm of Whisk Media

Bacardi Australia

2012-2014

Trade Marketing Manager - Vodka, Gin & Cider

Responsibilities: Led planning and execution of in-store and on-premise marketing campaigns for Bombay Sapphire, Grey Goose, 42Below & Magners Cider across Australia. Collaborated closely with creative agencies, sales teams and brand managers. Managed budget of \$700K.

Achievements:

- Led Bombay Sapphire Christmas campaigns resulting in 25% uplift in Oct-Dec quarter
- Designed and established Grey Goose partner program with high end cocktail bars nationally
- Implemented process improvements across whole marketing team to improve late delivery of campaigns (DIFOT increased from 75% to 90%)

Lion Dairy & Drinks (Bega)

2011-2012

Assistant Brand Manager - Specialty Cheese

Responsibilities: Supported Senior Brand Managers across King Island Dairy, South Cape, Tasmanian Heritage and Cheer (formerly Coon) brands, with strategy and execution of above-the-line brand campaigns across TV, print media, outdoor, online and social media.

Led planning and execution of BTL in-store marketing campaigns in major retailers Aus wide.

Achievements:

- Successfully launched two new King Island Dairy products to the market
- Project managed King Island Dairy's first ATL brand campaign in print, digital and PR resulting in 25% uplift
- Delivered retailer incentive promotion resulting in 30% uplift in sales of Coon cheese in the independent grocery channel

Buzz Products

2009-2010

Account Coordinator

Responsibilities: Supported the Account Director in servicing clients such as L'Oreal, Melbourne Fashion Festival, L'Occitane, Aveda, Olay, Herald Sun and The Age newspapers.

Managed offshore supplier briefings, quotes, budgeting, P&L and sampling of products.

Education

RMIT Online

Nov-Dec 2023

UX Design

[See my finished project here](#)

Shillington College

2015

Certificate IV Graphic Design

Melbourne Campus

University of Melbourne

2005-2010

Bachelor of Commerce/Bachelor of Arts

Majoring in Marketing, Chinese

Caulfield Grammar School

2003-2004

Victorian Certificate of Education

Tertiary (ENTER) Score: 98.5

Leadership

State Of Reverie

Managed two team members:

Junior Graphic Designer

Customer Manager

Whisk Media

Managed one team member:

Marketing Coordinator

Skills

Art Direction

Content Creation

Digital Marketing

Finished Art

Print Production

User Interface design

User Experience design

Styling

Photo & video editing

Data analytics

Copywriting

Supplier Management

Budgeting, P&L management

Tools

Adobe Creative Suite

Figma

Shopify

Squarespace

Miro

Maze

Klaviyo

Mailchimp

Google Analytics

Xero & WorkflowMax

Iconosquare

MS Office

Canva

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