

LATICE EDWARDS

Design Portfolio: www.laticeedwards.com

I am a Communications and Marketing professional with expertise in digital marketing, branding, content creation, and website design. With experience in both corporate and freelance roles, I have developed and executed strategic campaigns, managed social media platforms, and designed compelling content for digital and print media. My background in website development, SEO, and performance analysis allows me to optimise user experiences and enhance brand visibility. A creative problem-solver with strong analytical skills, I am passionate about crafting visually engaging designs and delivering impactful marketing solutions that resonate with diverse audiences.

Contact

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Relevant Skills

- Email Marketing Campaigns: Mailchimp, Brevo and JangoMail
- HTML, CSS, Javascript
- Copywriting
- Wordpress, Squarespace, Wix
- Adobe Suite: Photoshop, Illustrator, InDesign, Canva, Figma
- Social Media Management, Content Creation, Video/Reels, Curation and Post Scheduling
- UX/UI: Wireframing & Prototyping
- Managing Google Ads, Facebook Business Manager

Work Experience

HABINTEG | COMMUNICATIONS & MARKETING OFFICER

London | Oct 2024 – Present

- Write and publish engaging blog stories for the bi-monthly tenant bulletin.
- Manage and track KPIs for Facebook and company newsletters.
- Maintain and update website content using the company's CMS.
- Oversee Facebook content creation, including copywriting and strategy.
- Design and produce digital and print materials (reports, letters, magazines).
- Collaborate with stakeholders and tenants to develop compelling stories.
- Process purchase orders, goods receipts, and supplier information via the finance system.
- Coordinate with external photographers, videographers, and designers.

ADOBE | STOCK ARTIST & CONTENT CREATOR

Remote • March 2024 - August 2024 (Freelance Contract)

- Designed high-quality template content for Adobe Stock & Adobe Express, including flyers, social media posts, logos, and motion graphics.

INGRAM PUBLISHING | MARKETING EXECUTIVE

London | Aug 2023 – Sept 2024

- Designed and maintained website pages using HTML, CSS, and JavaScript.
- Created detailed wireframes and layouts using Figma.
- Produced print and digital marketing materials, including flyers and promotional assets.
- Managed and optimised Google Ads campaigns for maximum reach.
- Oversaw social media strategy and content for LinkedIn, Facebook, Instagram, and X (Twitter).
- Implemented SEO best practices to improve website visibility and traffic.
- Used Excel for performance tracking, analysis, and campaign optimisation.
- Developed and managed targeted email marketing campaigns.

THE LONE CROWD | WEBSITE & GRAPHIC DESIGNER

London | Oct 2020 – July 2023

 www.thelonecrowd.com

- Designed and launched the company's website, handling branding, UI/UX, and copywriting.
- Developed visually engaging websites for B2B & B2C clients, ensuring seamless user experience.
- Managed and executed social media campaigns across various platforms.
- Designed social media graphics using Adobe Creative Suite and Canva for clients across different industries.

Volunteer Work

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Website Design • Remote • Jul 2023 - Jan 2025