Ellie Meldrum

Hey, I'm Ellie a brand activation and motion designer with 7+ years of experience in FMCG creative agencies, specialising in bringing brands to life through digital and physical retail POS rollout. I've worked across multi award winning large-scale in-aisle take-overs, motion design, on-pack promotions, social media ads and web banners for global brands. I'm an ambitious, curious designer who learns quickly and brings a bit of fun to the creative process. I care about producing great work, but also about the details behind it, such as keeping my files organised, my workflow efficient and everything to a high professional standard. Collaborating closely with account management and Design Directors to deliver ideas that are both creatively ambitious and feasible at scale.

WHERE IVE WORKED

MAKE MARKS, PART OF THE PROPELIS GROUP

Middleweight Graphic & Motion Designer

March 2023 - Present

At Marks our main client is Mondelēz, this has allowed me to work on brands such as Toblerone, Terry's, Philadelphia, Ritz and Dairylea. I have been brand guardian for LU, Mikado, Ernest Jackson and Oreo. Quality checking all outcomes, I manage design and motion rollout across multiple FMCG campaigns in England and Ireland. Working across and overseeing motion design, digital, print and in-store environments. Catching elements that are not on-brand or human error before being sent to client.

Led the creative direction for Cadbury 200 Years World Travel retail animation. **Winner of a Travel Retail Exclusive Award (TREX) Marketing Campaign 2025**. I conceptualised through storyboards, subsequently enlisting and art-directing a 3D designer to compleat my vision. Seamlessly intergrating these assets into the final motion design that was showcased across major UK airports.

Produce mock-ups to communicate activation concepts clearly to clients and retailers. Leading to in-store activation and returning clients that reference my past work as a starting point. A recent example of this is Cadbury Toy Show Aisle takeover for Tesco Ireland, that **won a bronze Tesco Media Campaign Of The Year Award 2026**. With this years Toy Show aisle design, that I also created, ready to be put up in shops over christmas 2026.

I'm very comfortable collaborating closely with senior creatives and account managers to ensure activation ideas are scalable and on-brand. Developing creative concepts and key visuals for in-store aisle bays, travel retail environments and shopper activations.

Junior Graphic and Motion Designer

March 2021 - March 2023

Within this role, I **increased client demand for animations by over 300% over two years**. I achieved this by consistently delivering high-level animations, combining self-taught development skills with an eagerness to push the creativity. By building strong client trust this opened oportunities to bigger projects. I have led motion design workshops to share my knowledge and upskill team members worldwide.

Within this position I adapted Key Visuals across multipul digital and physical touchpoints: FSDU cutters, trade magazine front covers, brand catalogues, recipe booklets, digital 6 sheets, double bay takeovers, social and and web banners..

LIFE AGENCY

Junior Creative Designer

March 2019 - August 2020

Worked closely with senior designers, developed brand activations. From ideation, sketching and concept through to final artwork. Worked on brand activations for: Birdseye, Starbucks, Nescafé, Warners, Bayer, Buxton, Brooklyn Brewery and Bar+Block.

Created presentation decks, ready for client presentations. Helping sell large-scale front-of-store experiential concepts, branded experiential events, FDUS, Sell-in boxes, on-pack promotions and trade adverts.

The agency closed down due to the COVID-19 pandemic.

SKILLS I BRING TO THE TEAM

Software: Adobe Creative Suite including Photoshop, InDesign, After Effects, Illustrator, Keynote, Google Docs, Microsoft Teams, Miro. **Self-directed learning:** Midjourney, Adobe XD and Dimension, SketchUp (I used for 5 years throughout school)

Personal: Concept generation, Scamping, visual ideation, Campaign development across multiple touchpoints, Team collaboration and agency workflow, Storyboarding, FMCG, shopper marketing, OOH, Branding and working to deadlines.

WHERE I STUDIED

- First Class BA (hons) Visual communication (Graphic design) from Birmingham City University
- Merit, Art Foundation Diploma, New College Nottingham

GET IN TOUCH

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