

ELLIE MELDRUM

Brand Activation & Motion Designer

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I'm currently based in Nottingham, but drive to Birmingham twice a week to work in the office.

ABOUT ME

Hey, I'm Ellie a brand activation and motion designer with 5+ years of experience in FMCG creative agencies, specialising in bringing brands to life through physical retail POS. I've worked across large-scale in-aisle take-overs, on-pack promotions, social media ads and web banners for global brands, translating creative concepts into real-world outcomes that engage consumers. Collaborating closely with account management and Design Directors to deliver ideas that are both creatively ambitious and feasible at scale.

WORK EXPERIENCE

MAKE MARKS, PART OF THE PROPELIS GROUP

Middleweight Graphic & Motion Designer, March 2023 - Present

Brand guardian for LU, Mikado, Ernest Jackson and Oreo. 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.

Led the animation design for Cadbury 200 Years WTR, orchestrating the creative vision with collaboration from a 3D designer, final animation was broadcast across major UK airports.

Produce mock-ups to communicate activation concepts clearly to clients and retailers. Leading to in-store activation and returning clients referencing past work as a starting point.

Collaborate closely with senior creative and account managers to ensure activation ideas are scalable and on-brand.

Develop 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

Increased client demand for animations by tenfold over two years. Consistently delivered high-level animations and gained client trust. I have held motion design workshops to share my knowledge with worldwide team members.

Artwork creation for FSDU cutters, Trade magazine front covers, Brand catalogues, Recipe booklets.

LIFE AGENCY

Junior Creative Designer, March 2019 - August 2020

Worked closely with senior designers, developed brand activations. From ideation, sketching and concept trough 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.

FREELANCE

Graphic Design and Art, October 2018 - June 2022

Short-term projects for agencies and independent businesses: Guerrilla Studio, working closely with a senior designer to develop Timberland's Our Story online pages. Design consultant for Blue Monday.tv, on their website design. Designed seasonal menus and promotions for The Nelson. Created and sold commissioned artwork.

SKILLS

Software: Adobe Creative Suite including Photoshop, InDesign, After Effects, Illustrator, Keynote, Google Docs, Miro, Microsoft Teams, Midjourney (Self-directed learning)

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

EDUCATION

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