

Amy Phillips

DESIGN, MARKETING
& SOCIAL MEDIA



ABOUT ME

With 12 years of experience dedicated to helping businesses in Norfolk, I specialise in everything from print marketing to digital and social media, by creating content that truly reflect each business's personality, branding and goals.

WORK

Self-Employed 2025-present

Currently working with a small number of local clients, providing design services across print marketing and digital content, including social media.

FRONT OF HOUSE 2025-present

The Victoria, Holkham

Working in a customer-facing hospitality role, while building my freelance design business. This position has strengthened my communication, organisation and customer service skills – qualities that are essential when working with design clients and managing creative projects.

GRAPHIC DESIGNER 2013–2025

KL Magazine, King's Lynn

KL Magazine is a free publication which celebrates West and North Norfolk. It's entirely funded by advertising from local businesses in the form of adverts and advertorials. Though primarily hired as a designer, my role extended beyond my official job title. Key responsibilities included:

GET IN TOUCH

PHONE

██████████

EMAIL

hi@amyphilly.co.uk

WEB

amyphilly.co.uk

EDUCATION

Graphic Design Degree
University of Salford,
Greater Manchester
2006–2009

Btec Graphic Design
& AS Photography
West Suffolk College,
Bury St Edmunds
2004–2006

(WORK CONTINUED)

- Showing clients the most effective ways to promote their business through print advertising and digital marketing.
- Laying out the pages and sending the magazine to print with no errors.
- Bringing content ideas for articles to monthly meetings.
- Co-ordination of external advertising.
- Managing freelancers, including being the point of contact for our photographer's bookings.
- Email marketing campaigns using MailChimp.
- Keeping the website up-to-date.
- Supporting all colleagues as the longest-standing employee.
- Managed the social media accounts.
- Took on additional customer service responsibilities such as answering general queries by phone and email.

Key achievements in my role at KL Magazine include:

- Took the initiative to lead a rebrand of the magazine's visual style in 2018.
- Produced 125 editions over the last 12 years, while never missing a deadline.
- Worked with hundreds of local clients to realise their advertising goals, from consultation through to implementation.
- Created and managed the Instagram account, organically building the first 3,000 followers single-handedly.
- Participated in hosting an event which raised £34,500 for Alzheimers Society.
- Nominated for Innovation of the Year at the British Journalism Awards 2024 and awarded Regional Magazine of the Year at the Newspaper Awards 2025 for its "clean and engaging design and strong use of imagery."

PREVIOUS ROLES

SALES ASSISTANT 2011-2013
Clarks Shoes, King's Lynn & Manchester

BAR STAFF 2009-2011
The Tudor House Hotel, Wigan

WINDOW DISPLAY STYLING 2008 & 2009
Selfridges & Co, London (Placement)

SKILLS

Layout design
Typography
Copywriting
Content ideas
Data analysis
Attention to detail
Working to deadlines
Organisation
Proof reading

Design Software:
Adobe InDesign, Illustrator, Photoshop, XD, Acrobat

Social Media Tools: Canva, Adobe Express, Hootsuite

Digital & Web:
Figma, MailChimp, WordPress, basic HTML/CSS

Collaboration: Dropbox, SharePoint, Trello, Slack

OTHER

Full clean driving license & use of a car