

# Creative Portfolio

WEBSITE LINK



*Emily Wilkinson*

---

Marketing and Communications  
Executive



1

2

3

4

5

6

7

8

9



# Emily Wilkinson

CONTENT CREATION · CREATIVE STRATEGY ·  
CAMPAIGN MANAGEMENT

---

Hi, I'm Emily. I'm a Marketing and Communications Executive who creates engaging purpose-led content across digital, print and social platforms.

Over the past six months, I've delivered a 155% increase in organic LinkedIn impressions and boosted engagement by 74%, with content achieving an average engagement rate of 23.7% per post. My digital campaigns have also attracted over 22,000 unique users and driven 30,000 sessions to the Lucy Group website.

Whether developing cross-channel campaigns, designing visual assets or crafting insightful blog content, I combine strategic thinking with creative execution to deliver content that connects with audiences and delivers results.



1

2

3

4

5

6

7

8

9



# CONTENTS

04

CREATIVE BRIEFS

06

TECHNICAL SKILLS

07

PHOTOGRAPHY

08

TESTIMONAILS

09

LETS CONNECT



1

2

3

4

5

6

7

8

9

## Project: Trend Forecasting Publication

**Brief:** This 60-page publication demonstrates my ability to conduct thorough industry research and deliver forward-looking content tailored to a professional audience.

Exploring themes such as artificial intelligence in retail, self-service innovations and the evolving relationship between online and physical shopping, the piece highlights my strategic thinking and analytical approach. It reflects my skill in identifying emerging trends and translating them into engaging, business-relevant insights.

[Link to project](#)



## Project: Lucy Group Marketing Assets

### Lucy Group Graduate Brochure

**Brief:** I designed a structured brochure promoting Lucy Group's graduate programme, using my skills in content strategy and design to highlight career pathways, rotation schemes and development opportunities.

### Oxfordshire Youth Brochure

**Brief:** I created a collaborative brochure for Oxfordshire Youth's Future Leaders programme, showcasing my ability to apply consistent messaging, effective visual design and support meaningful community partnerships.

[Link to project](#)

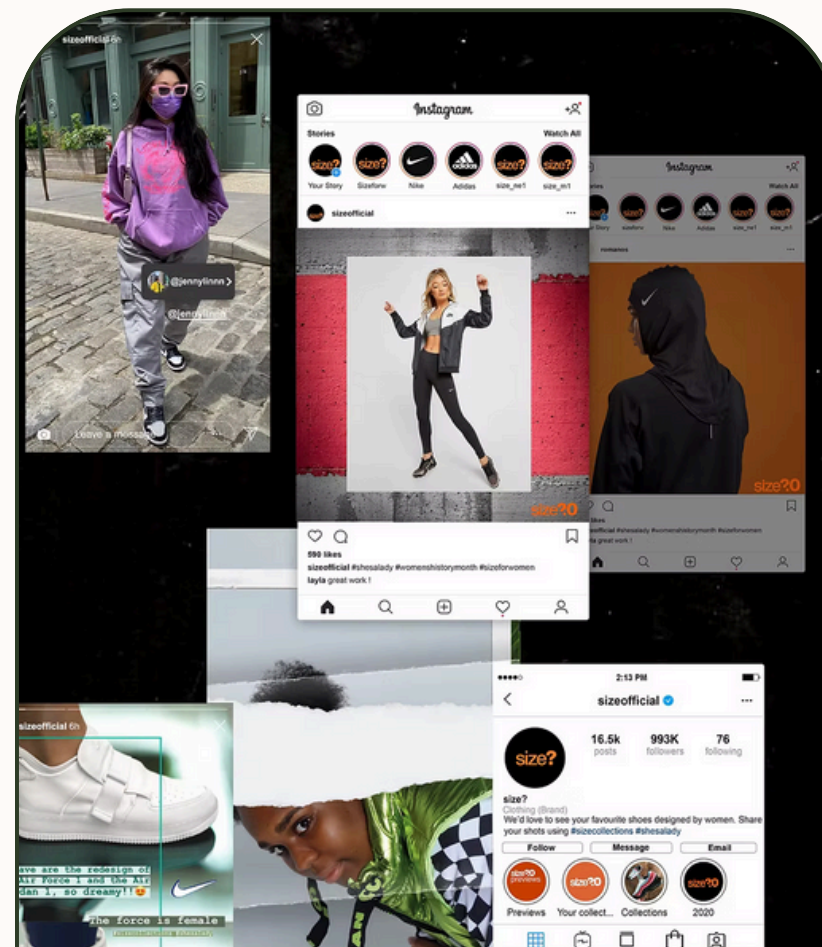


## Project: Collaborative Live Brief

**Brief:** I created a pitch to the brand size? Celebrating 20 years of the brand through a nostalgic newspaper design focused on women. The campaign aimed to position women as a key demographic, anticipating future trend directions.

I demonstrated skills in creative pitching, brand alignment, and strategic thinking.

[Link to project](#)

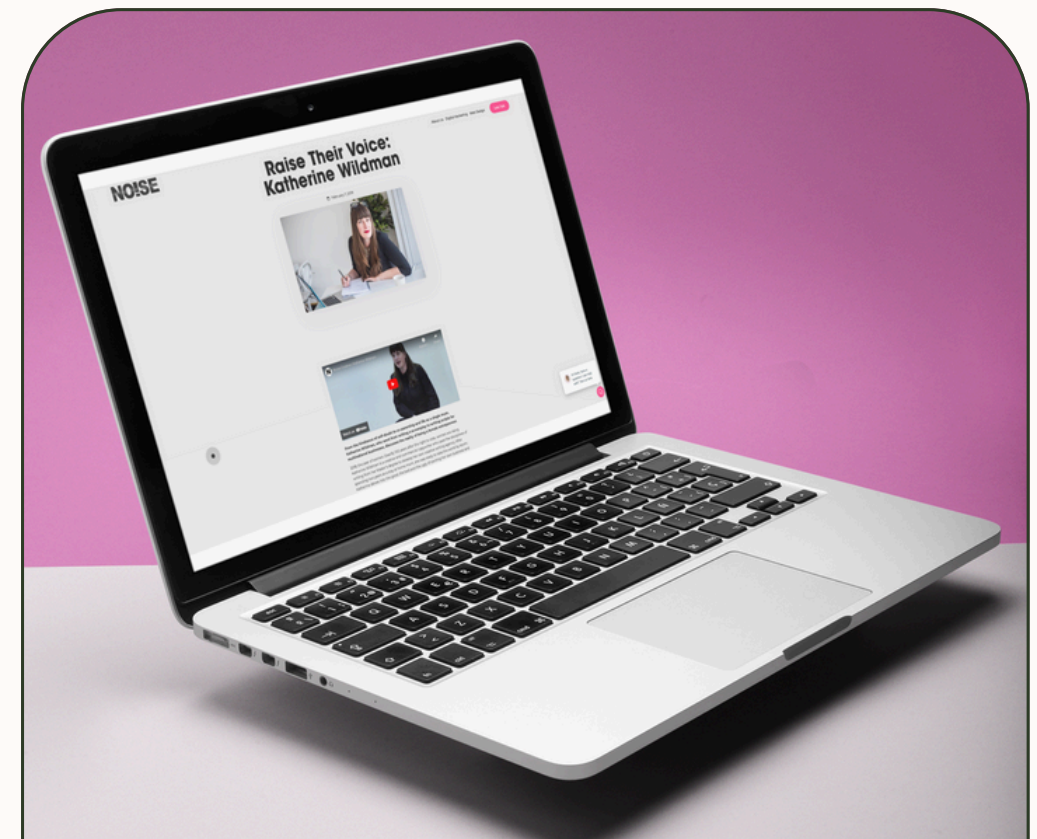


## Project: Blog Writing Series

**Brief:** By writing blog posts on local entrepreneurs, I demonstrated strong copywriting and CMS management skills, alongside the ability to craft authentic, community-focused narratives.

This series highlights my capability to create content that aligns with brand values and fosters engagement through genuine storytelling.

[Link to project](#)





1

2

3

4

5

6

7

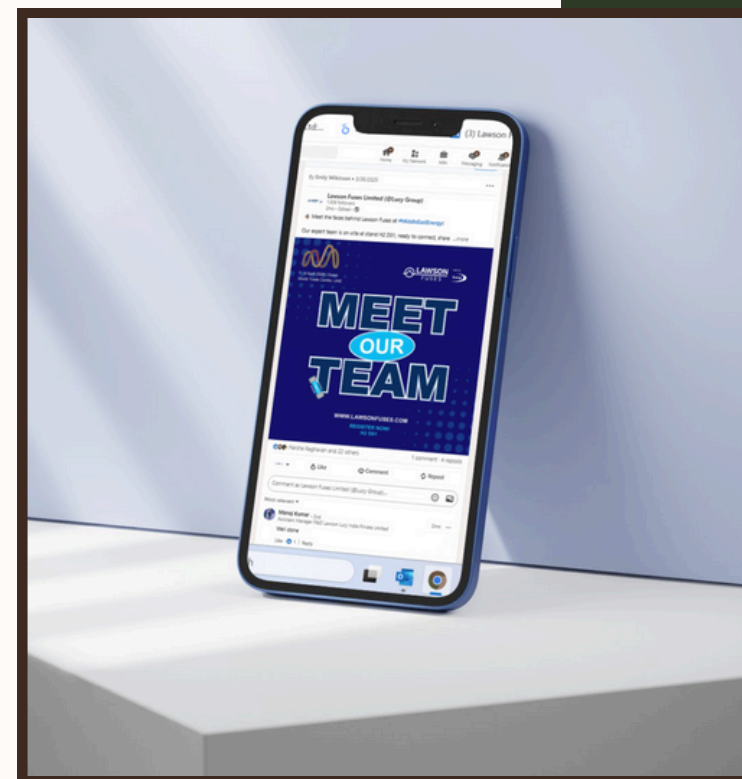
8

9

# Middle East Energy, Dubai

I led a three-week organic LinkedIn campaign for Lawson Fuses, a B2B business, promoting our attendance at the Middle East Energy event in Dubai. The campaign achieved a 19.2% average engagement rate and a 13.5% click-through rate.

I managed the project end-to-end, developing the content strategy, designing assets and scheduling posts to drive visibility and interaction.



## MIDDLE EAST ENERGY

# 19.2%

Average engagement rate

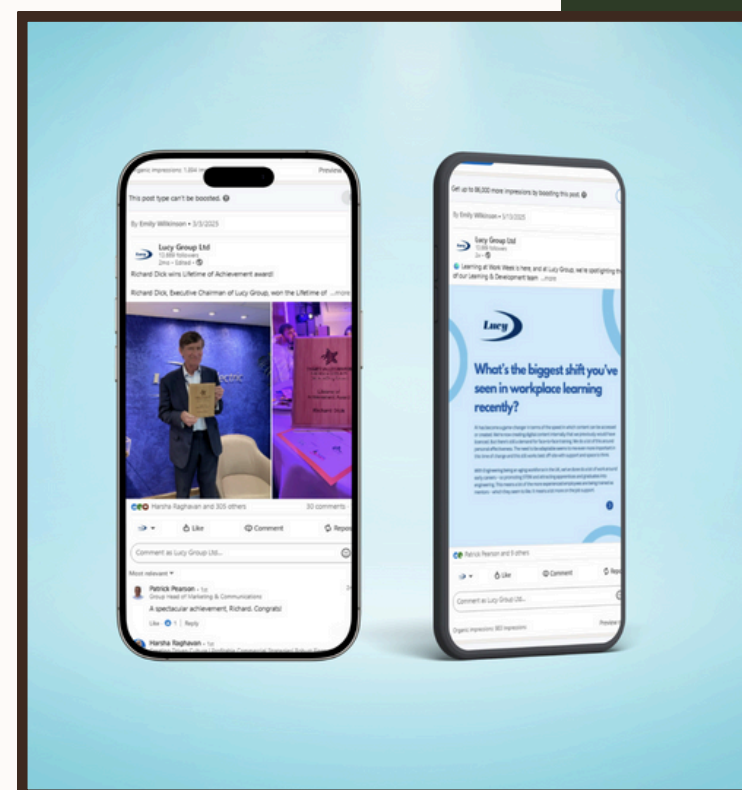
# 13.5%

Average click through rate

# Social Media Growth

Over the past six months, I increased Lucy Group's organic LinkedIn impressions by 155% and unique impressions by 175%, significantly boosting brand visibility.

Engagement also improved, with clicks up 72%, reactions more than doubling, and reposts rising by 450%. Lucy Group's average engagement rate as a B2B business is 36.29%.



## SOCIAL MEDIA GROWTH

# 175%

six month growth in unique impressions

# 36.29%

Average engagement rate



# TECHNICAL SKILLS

1

2

3

4

5

6

7

8

9

Adobe Creative Suite

Content Management Systems (CMS)

Google Analytics (GA4)

Video Editing (Premiere Pro & Canva)

SEO Optimisation

Paid Media Campaigns



# PHOTOGRAPHY

---

1

2

3

4

5

6

7

8

9



[Link to photography.](#)



# TESTIMONIALS

Working with others

1

2

3

4

5

6

7

8

9

## Saaleha Idrees

Marketing & Communications Executive at Lucy Group

I have had the pleasure of working with Emily for two years at Lucy Group. Not only is Emily an exceptional marketer who has demonstrated outstanding skills and achievements in various projects, she has a keen eye for design and is highly proficient in using various marketing tools and platforms, such as Adobe Photoshop, WordPress, and Hootsuite.

One of Emily's most impressive accomplishments was her involvement in establishing the business' presence on various social media platforms. She not only started their accounts from scratch but also helped increase engagement through creating and posting content.

Emily doesn't just have a flair for design, she is also a wonderful person to work with. She is friendly, reliable, cooperative, and respectful. She has excellent communication skills and can work well with different people and departments. She is always willing to help others and take on new challenges.

[Testimonial link here](#)

## Claire Waters

Head of Marketing and Communications at Lucy Group

I have worked with Emily for nearly 18 months at Lucy Group, and during that time she has proven to be an enthusiastic, committed, and integral part of the marketing team.

Emily is quick to understand and develop any project given to her. She has a creative mindset and is a gifted designer, having produced many different brochures, videos and other marketing collateral for a range of audiences.

Emily has grown the social media presence from scratch for both Lucy Group and several businesses within the Group. In doing so, she has proven to be an expert in her field and has also coached colleagues and senior management in how to develop their own digital presence.

It has been fantastic to see Emily grow in confidence and take on more responsibility. She is an asset to any team and I have no doubt has an exciting career ahead of her.

[Testimonial link here](#)



1

2

3

4

5

6

7

8

9



# LET'S CONNECT



[emwilkinson24@gmail.com](mailto:emwilkinson24@gmail.com)



[Emily Creative](#)



[Emilywilkinson24](#)