




ALI NEWBURY WOULD LOVE TO WORK WITH YOU

West Kensington, London UK 

07864.664.955 

ali.newbury@gmail.com 

alinearbury.com 

[/alinearbury](#) 

EDUCATION

Queensland College of Art, Griffith University

Bachelor of Design (Visual Communication) | 2012 - 2014

Griffith Award of Academic Excellence 2014

Honours College Scholar, GPA 5.9/7.0

University of Illinois at Urbana-Champaign

Study Abroad | Bachelor of Graphic Design | Spring 2013

SKILLS

Graphic Design

Adobe CC: InDesign, Illustrator, Photoshop, Premier Pro, Bridge, Lightroom, Image Retouching, UX/UI Design

Marketing

Shopify eCommerce Management, Klaviyo, MailChimp, Social Media Management, Squarespace, Google Analytics, Copywriting + Editing, Microsoft Office Suite, Mac OSX

Management

Team Leadership + Mentoring, Recruitment, Client + Team Collaboration, Decision-Making, Conflict Resolution

EXPERIENCE

FELLA

Design + Marketing Manager | May 2021 - Present

- Directed the creation, publication, and management of diverse digital assets, encompassing social media, EDM design, eCommerce platforms, advertising creatives, packaging, and photoshoot campaigns.
- Developed and executed strategic marketing plans across social media, email campaigns, and eCommerce websites, resulting in a consistent annual revenue growth exceeding 20% YoY over multiple years.
- Led website updates and initiatives to enhance the customer experience and journey, implementing tactics to increase conversion rates and drive sales.
- Formulated strategies and initiatives to boost traffic, achieve sales targets, and improve conversion rates across digital platforms, with a focus on continuous monitoring and enhancement.
- Managed a small in-house team on a daily basis, fostering cross-team collaboration, providing guidance, and ensuring alignment with business objectives. Collaborated closely with brand founders, and offered HR and recruitment support as needed.

Living Edge

Graphic Designer | Apr 2020 - Apr 2021

- Collaborated with the Marketing team on diverse print and digital projects, ensuring alignment with brand guidelines and objectives.
- Identified inefficiencies in design processes, implementing solutions to streamline workflows and enhance team capabilities.

Four Pillars Gin

Freelance Graphic Designer | Nov 2019 - Mar 2020

Armadillo & Co

Graphic Designer | Nov 2016 - Nov 2019

- Served as a creative specialist for digital, social, and print projects at a socially responsible handmade rug company.
- Led visual projects, including the redesign and ongoing optimization of the e-commerce website, collaborating closely with developers on UI/UX design.
- Prepared finished artwork and managed printing processes, ensuring quality through typesetting and attending print press checks.

Bates Smart

Graphic Designer | May - Nov 2016

Coco Republic

Junior Graphic Designer | Dec 2015 - May 2016

ACG Creative Co.

Junior Designer | Aug - Dec 2015

Havas Worldwide Chicago

Junior Art Director, Citibank Account | Jan - Jul 2015