

# HOLLY EMMERSON

## CREATIVE PRODUCER

### CONTACT

- 07704102611
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- <https://hollyemmerson.co.uk/>
- Norwich, UK (open to remote work)

### SKILLS

- Photoshoot organisation and prep
- Styling
- Post production & retouching
- Content creation

### BRANDS

Harrods	L'Occitane
ASOS	AllSaints
Lizi's Granola	Fruit Bowl
Boots	17 Cosmetics
Jollyes	Pilot Pens
Ryman	Premier
M&Co	Nielsen

### EDUCATION

#### University of Lincoln

#### Fashion Design

- 2013 - 2016  
First class degree in Fashion Design
- Styling
  - Trend Forecasting
  - Garment Design
  - Business of Fashion
  - Adobe Photoshop & Illustrator
  - Fashion Photography & Editing

### PROFILE

Eight years creative industry experience working in Post Production, Photography and Social Media. Excellent styling and organisational skills. Highly proficient in Adobe Photoshop with a keen eye for detail. First class degree in Fashion Design.

Currently working as the Head of Content for Social Network Solutions - leading a small but mighty team of creatives to plan and execute reactive and high quality photo + video content for client's social media platforms

### WORK EXPERIENCE

#### Head of Content

Social Network Solutions 2023 - 2024

As Head of Content, I run a team of photographers and videographers, producing creative and high end social media content for a broad range of clients.

My daily duties include:

- Managing a team of 3 creatives
- Planning photoshoots - creating shoot schedules, booking models, locations, props, filming permits, travel, managing budget
- Leading on set direction and styling
- Researching trends and competitors
- Creating bespoke shotlists and art directions for clients
- Quality control and final sign off of all content produced in house
- Retouching and assisting with Post Production work
- Attending client calls
- Filming & editing behind the scenes content for brand socials

#### Lead Retoucher

M&Co 2021 - 2023

I edited E-commerce, campaign and packshot content for the brands website, social media, print and in store graphics. During busier periods, I outsourced imagery to retouching partners and quality controlled assets on return.

I was solely responsible for the retouching, QC and uploading of all content from the Studio in Glasgow. I worked fully remote from Norwich, managing my own workload and communicated with the team in Scotland daily with updates over email and Zoom.

#### Image Coordinator & Retoucher

Harrods 2020 - 2022

Image Coordinators at Harrods checked content quality, liaised with E-commerce retouching partners and met creative retouch deadlines to an impeccable standard that is recognised world-wide. The role involved close communication and collaboration with all Studio teams and clients for a vast range of high end, designer brands. Alongside day to day image coordinating, an important aspect of the role was retouching creative & editorial imagery for Harrods website, social media and magazine.

#### Digital Content Coordinator

ASOS 2019 - 2020

The role of the Digital Content team was to ensure the highest level of quality was maintained across all photography and video in the ASOS studios. I worked closely with producers, photographers, stylists, hair and make up to create content that best represented the ASOS brand and customer.