

**ELLIOTT
BOTWE
MARKETING
PORTFOLIO**

2017

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MARKETING & BRANDING

SWAG LDN
S I N C E M M I X

- **MANAGED ALL DESIGN PROCESSES**
- **MARKETING CAMPAIGNS WOULD BE LEAD BY MYSELF DECIDING THEMES, RELEASE DATES AND SOCIAL MEDIA DEVELOPMENT I.E. INSTAGRAM, TWITTER AND SNAPCHAT.**
- **MANAGING ALL MASS EMAIL MARKETING THROUGH MAILCHIMP**
- **USING MY SELF-TAUGHT PHOTOSHOP SKILLS TO DESIGN AND MAINTAIN THE WEBSITE INCLUDING MANAGING STOCK LEVELS.**
- **SOURCING SUPPLIERS .**
- **PRESENT TO POTENTIAL BUYERS AND NEGOTIATING PAYMENT TERMS**
- **MANAGING OUR MOVE FROM PHYSICAL 3RD PARTY RETAILERS TO PRIMARILY OUR ONLINE AND POP UP STORES.**
- **RUNNING BUSINESS PROMOTIONAL ACTIVITIES I.E. POP UPS SHOPS,**



PRODUCT PLACEMENT



SCREENSHOTS OF VARIOUS VIDEOS SWAG LDN PRODUCTS ARE FEATURED IN. MAKING UP A TOTAL OF 5,765,989 PEOPLE VIEWING SWAG LDN PRODUCTS.



**ALL PHOTOSHOOTS I HAVE CREATIVELY DIRECTED & WORKED
ALONGSIDE UP AND COMING PHOTOGRAPHERS**

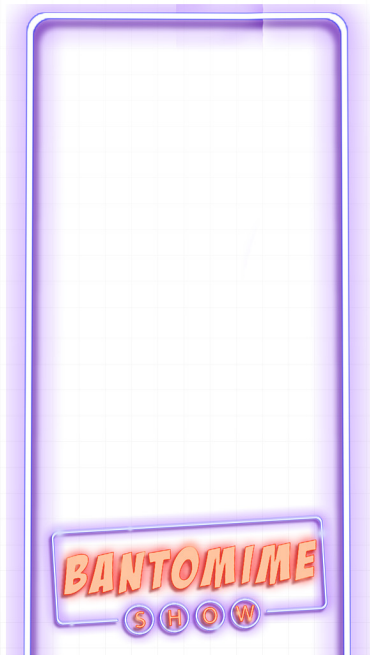
CUSTOM SNAP CHAT FILTERS

11.5K
SWIPES 

4.3K
USES 

729.8K
VIEWS 

CUSTOM SNAPCHAT FILTERS DESIGNED BY ME FOR MY OWN BRANDS
AND EXTERNAL CLIENTS AMASSING OVER 700,000 VIEWS



SHOP BRANDING



CREATED BRANDING AND MARKETING CAMPAIGN FOR START UP
RETAIL STORE IN LEWISHAM **CREP SELECT**

DRAMATIC INCREASE IN SALES & SINCE GROWN TO OVER 19,000
FOLLOWERS ON INSTAGRAM



LOGOS

SOME OF MANY LOGOS I HAVE MADE ON PHOTOSHOP & ILLUSTRATOR



ACHIEVEMENTS

- **4 SOLD OUT SHOWS RANGING FROM 400 PEOPLE TO 1000 PEOPLE**
- **DAYTIME RADIO SLOT ON WEEKEND SHOW**
- **OFFERING INTERNSHIPS TO TWO COLLEGE STUDENTS**
- **SNAPCHAT AMASSING OVER 700,000 VIEWS**
- **SELLING 100 TRACKSUITS IN 4 HOURS**
- **CELEBRITY ENDORSEMENTS**

SKILLS

**ADOBE PHOTOSHOP (10+ YEARS),
ADOBE ILLUSTRATOR (1 YEAR),
ADOBE AFTER EFFECTS (1 YEAR),
ADOBE CREATIVE SUITE (1 YEAR),
MICROSOFT OFFICE (10+ YEARS),
SOCIAL MEDIA MARKETING (5 YEARS),
MARKETING (5 YEARS),
DIGITAL MARKETING (5 YEARS),
EVENTS MANAGEMENT (4 YEARS),
FASHION DESIGN (5 YEARS),
SOCIAL MEDIA MANAGEMENT (5 YEARS)**

