



# Beth Fox-Fuller

## Introduction

I'm a brand and creative lead with 12 years' experience in graphic and brand design, having expanded in recent years into creative direction, content, and social.

I partner with brands to shape visual identity, campaigns, and content systems that work across digital, social, and physical touchpoints. I bring a strong design foundation alongside strategic thinking, leading work from concept through delivery, independently or within teams.

## Skills

### Graphic Design

- Art and creative direction across print, digital, and large-format outputs
- Campaign creative leadership from concept through delivery
- Digital design oversight across websites, landing pages, email, and social
- Direction of animation and AI-assisted imagery for digital assets
- Development of iconography and supporting visual assets
- Visual standards, quality control, and decision-making across projects

### Brand Identity

- Brand identity development and evolution
- Identity systems including logo, typography, colour, and visual rules
- Visual direction for brands and integrated campaigns
- Creation of brand guidelines and toolkits
- Application and governance of brand identities across digital and print
- Ensuring consistency across all brand touchpoints

### Content Creation

- Content strategy and planning for social and digital
- Direction of filming and content capture
- Oversight of video editing and post-production
- Development of short-form, social-first video
- Direction of on-screen copy, captions, and scripting
- Final outputs delivered to platform and brand standards

### Social Media

- Social content strategy, structure, and frameworks
- Oversight of organic and paid social activity
- Leadership of day-to-day social operations
- Feed design, templates, and visual consistency
- Scheduling and publishing oversight
- Performance-led optimisation and reporting

## Tools

### Brand Identity

- |                      |                       |
|----------------------|-----------------------|
| • Adobe Photoshop    | • Adobe After Effects |
| • Adobe Illustrator  | • Nano Banana AI      |
| • Adobe InDesign     | • Figma               |
| • Adobe Premiere Pro |                       |

## From April 2026

### Freelance Graphic & Brand Designer | Social Content Strategist & Creator

Brought in to help brands define brand expression, align creative and social, and build systems that scale across campaigns and channels.

Key work includes:

- Leading end-to-end brand and creative projects, setting strategic and visual direction from concept through delivery
- Defining and embedding brand systems to ensure consistency across campaigns, content, and channels
- Providing art and creative direction across design, content, and social outputs
- Shaping social-first creative strategy, ensuring ideas translate effectively across platforms
- Establishing content and social frameworks that support long-term clarity and scalability
- Bridging brand, creative, and social disciplines to deliver cohesive, multi-channel work
- Working independently or within in-house teams across brand, design, marketing, and social.

## Previous Roles

All past experiences can be found on my LinkedIn profile.

### Head of Social

Staysure Group | Aug 2024 - Mar 2026

- Led the social media strategy across a multi-brand portfolio, aligning content, community, and influencer activity to business goals
- Owned creative and brand standards across social, managing agencies, and influencer partners
- Used insight and reporting to evolve strategy and influence wider marketing and brand decisions

### Head of Brand Creative

Staysure Group | Aug 2024 - Feb 2025

- Owned the brand creative vision, setting and governing visual direction across campaigns and customer touchpoints
- Acted as final creative authority, balancing brand integrity with commercial and marketing priorities
- Led the evolution and application of the brand identity system across digital and print outputs

## Contact

<b>Email:</b>	hello@bethfoxfuller.com
<b>Website:</b>	www.bethfoxfuller.com
<b>LinkedIn:</b>	www.linkedin.com/in/bethfoxfuller
<b>Mobile:</b>	07809238855