

Sarah Schiewe

Experienced marketing and design professional, successful in making significant contributions to marketing strategies and growth initiatives. Excellent reputation for being hardworking, resourceful, and adaptable in approaching all problems.

Work History

Nov 2023 – ARTIST/DIRECTOR

Date *Schiewe Ceramics Ltd, York*

- Fine Art Ceramic Sculptures.
- Business Owner
- Creativity Workshops.

May 2018 – CREATIVE DESIGNER

Date *Hight Design, York*

- Graphic Design.
- Computer Aided Design – 3D parametric modelling.
- Project Management.

Sep 2014 – CREATIVE MANAGER

Jan 2023 *H&A Marketing Ltd, York*

- Brand Management for high profile Health & Beauty licences in FMCG market: Marvel Avengers, Marvel Spider-Man, Super Mario, Transformers, Batman, Rick & Morty, and Elf on the Shelf.
- Life cycle management of products from concept, brand strategy, product development, licensor approvals, managing artwork, budgeting, procurement, marketing, and analysis of KPI's.
- Insight Management for the FMCG Health & Beauty retail sector. Advising Senior Management on company strategy for specific business areas to boost long-term profitability.
- Attending world trade fairs in the Far East, Europe and UK to maintain current supplier relationships, discuss cost negotiations and production issues. Sourcing new suppliers.
- Monitoring market trends and competitor performance to update promotional strategies.
- Managing one Assistant Product Manager.
- Product Manager 2014-2017, promoted.

Jan 2005 – MANAGEMENT ACCOUNTANT

Dec 2010 *AmeyColas Rail, York*

- Working on two Network Rail track renewal projects circa £50 million each.
- Processing monthly profit & loss, budgets, month end journals, forecasting, and creating contract valuation reports.
- Diminished outstanding debts by analysing accounts for issues.
- Prepared working papers, reports and supporting documentation for audit findings.
- Monitored company sales, spending and budgets. Collected and reported monthly expense variances and explanations.
- Trained new employees on accounting principles, company procedures and finance/payroll systems.
- Managing two Finance Assistants, and the weekly payroll.

Contact

Address

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Phone

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Email

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Skills

Concept development

Advanced problem solving

Branding strategies

Budget Analysis

Teamwork and Collaboration

Design

Software

Microsoft Office

Adobe Illustrator

Photoshop

InDesign

SolidWorks

QuickBooks

Feb 2003 – OFFICE MANAGER

Jan 2005 *Lancsville Rail, York*

- Oversaw office inventory activities by ordering, requisitioning, managing stock levels for plant equipment, IT, PPE and stationery.
- Liaising with staff, suppliers, and clients on contracts.
- Led payroll, payments/outstanding monies, system audits.
- Sourced vendors for special project needs. Compared vendor prices and negotiated for optimal savings.
- Prepared meeting rooms and materials and recorded important information.
- Developed standard operating procedures for all administrative employees.
- Managing two Administration Assistants.

Education

Nov 23 - IGNITE

Date

New Business Development Programme

Two year programme to support with launching a new business.

Apr 2023 – SCHOOL OF THOUGHT

Jul 2023

Advertising Creative Development Programme

Intensive 12-week programme by invite only. Learning to develop and pitch marketing ideas to the top advertising firms in North Yorkshire.

Nov 2021 –

Mar 2023

GRAPHIC DESIGN

Blue Sky Graphics Ltd – Certificate

Photoshop, Illustrator, InDesign. Corporate illustration, composition, logos, advertisement designs, brand identity, stationery, business cards, books, packaging and photo editing.

Sep 2021 -

Feb 2022

3D DESIGN AND PARAMETRIC MODELLING (CAD)

York College - City & Guilds Level 1 – Distinction.

SolidWorks 3D CAD design.

Sep 2011 -

Jul 2014

BA (HONS) 3D CONTEMPORARY CRAFTS

York St John University - Distinction (1:1)

Studio Practice: Ideas, making and materials; creating 3D Designs. Specialism in sculpture and ceramics. Contextual Studies: Critical, historical and theoretical learning. Professional Development: Industry, business and professional experience.

Sep 2010 -

July 2011

ART & DESIGN

York College - Access to Higher Education Diploma – Distinction

Digital art, painting and drawing, textiles, book art, 3D, printmaking, history of art and design.

Sep 2006 -

Jul 2010

CIMA CERTIFICATES

FTC Kaplan Financial, Leeds

Management Accounting, Financial Accounting, Business Mathematics.

Sep 2001 -

Dec 2002

BUSINESS ADMINISTRATION

Y.H. Training, York – City & Guilds Advanced NVQ Level 3

Sep 1993 -

Jul 1998

G.C.S.E

Tadcaster Grammar School

Mathematics (B), English Double Award (B), Art & Design, (B), Science Double Award (C), Textiles (C), Child Development (C), German (C).

Accomplishments

2018 Winner – Grocer New Product Awards: Infant Care Category

2014 Winner – Build A Bear: Grayson Perry Competition.

2014 Winner – York Open Studio: Student Showcase.

Workshops

Digital Marketing Strategy – Google Digital Garage. Feb 2023

Marketing Planning Masterclass – Intandem Communications with North Yorkshire Growth Hub. Jan 2023.

How to Create Engaging Content for Social Media – Ad:Venture, Leeds. Dec 2021.

Getting Started With Facebook and Instagram – Ad:Venture, Leeds. Nov 2021.

Making LinkedIn a Client Generating Machine – Ad:Venture, Leeds. Nov 2021.

Languages

Intermediate German