

Susi Doherty

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My Profile

Having established and run a successful photography agency (Vervate) in the South East since 2011, Leaving the company in good hands, I am now looking for new adventures and to continue developing a career in marketing and communications. I am a life-loving, highly creative, people-person who enjoys to 'get things done'. I enjoy being both autonomous and part of a team.

Key Skills and Knowledge

- Experienced at building and developing brand as well as creating and co-ordinating a marketing portfolio
- Adept with design tools (Canva, Publisher, learning InDesign)
- Creatively built audience and engagement on Twitter, Instagram, Facebook and use of scheduling tools
- Great at taking/editing photos and videos on my iphone
- Good written content skills, including articles, case studies, training resource, web copy
- Developed a number of Wordpress and Wix websites as well as business logos
- Highly IT proficient including Adobe Lightroom, Quick Time, Photo Mechanic, MS Office suite
- A self-starter with great project management skills
- Skilled at developing networks and bringing relevant stakeholders together
- Developed, organised and run training and workshops for all age groups
- Creative and innovative approach and experienced in working with creatives
- A real 'people person' with humour, care, passion, drive and a positive approach
- Excellent communication skills and ability to work under pressure, juggle and meet tight deadlines
- Recent training in SEO, GDPR, Adobe Premier Pro and Google Analytics

Employment History

Creative Director & Co-Owner

Vervate Ltd.: Award-winning team of professional photographers and visual storytellers November 2011 - present

- Engage new clients (generally commercial and PR companies) and develop client relationships.
- Working with clients to deliver the right visual assets for them, from concept to delivery.
- Commissioning and contracting to photographers, producing creative briefs, story boards and quality checking work using Lightroom and Photo Mechanic.
- Attending video shoots to help with art direction, shoot B Roll and conduct interviews.
- Edit all of our video work on Adobe Premiere Pro
- Update and maintain the Vervate website using Wordpress and photographer's site on Wix.
- Key responsibility for all marketing, communications, consultancy, legal and sales work
- Developing a very large network of businesses and people
- Leveraging social media which currently creates a vibrant buzz to the company, now with over 2500 followers on Twitter (including Deborah Meaden).
- Blogging regularly on the Vervate website, Brighton & Hove Chamber of Commerce and on the Breathe HR partner hub.
- Driving the CSR work that Vervate does: official photography partners of The Martlets [Snailspace](#) and Snowdog campaign. Currently we support [Refugee Support Europe](#) by producing their monthly newsletter, and Pedal People for marketing imagery.

Training Officer (*part-time*)

Southdown Housing Association

June 2013 - January 2015

- Sourced and organised relevant trainers according to staff demand for topics
- Designed and promoted the training e-brochure
- Promoted the brochure on the intranet and had it printed and sent to about 200 staff in Sussex

Marketing Consultant (*part-time*)
Brighton & Hove Chamber of Commerce

June - December 2012

- Established the Living Wage marketing campaign in Brighton & Hove
- Developed partnership working with relevant stakeholders
- Liaised with designers (logo, marketing collateral and website) and photographers
- Arranged interviews with local business reporters and put out press releases which garnered two-page spreads
- Worked with a minimal budget taken from the grant and negotiated rates with designers
- Met with Chamber stakeholders and instigated a marketing strategy for Brighton & Hove Chamber of Commerce to use in their general marketing including website, publicity materials and press releases

Quality Improvement Manager
Childrens Services, East Sussex County Council

January 2005 - June 2010

- Promoted quality in care, playwork and education by running workshops internally and externally, and producing assets such as marketing collateral
- Commissioned relevant specialists, designed processes for stakeholder involvement and project managed the design and delivery of a range of Toolkits for education providers
- Contracted play trainers and quality experts and delivered training on the importance of play and quality
- Managed projects of a range of Quality Toolkits
- Managed a team of staff
- Managed an annual budget
- Devised marketing campaigns around the importance of play opportunities and quality in education
- Training: Train the Trainer; Staff Stress Management; Quality in Play Mentoring; Child Protection Safeguarding; Access Queries & Reports

Recruitment & Marketing Officer
EY Development and Childcare Partnership

2001-2005

- Promoted childcare as a career: ran a variety of media and marketing campaigns and promoted quality in care and education within a range of media and audiences
- Produced a video and supporting pack to spearhead our marketing campaign
- Organised regular small and large scale high-profile events, including an annual Sussex event for 500 childcare professionals and statutory bodies. Ensured media coverage by commissioning photographers and designers
- Contracted to play and childcare experts, designers, photographers and childcare experts
- Training: Project & Programme Management; Prince 2 Project Management, Presentation Skills

Previous Roles

1999-2001	Pilgrim Hall Conference Centre, Assistant Conference Manager
1999-2001	Supply Teacher, East Sussex County Council
1996-1999	Infant Teacher, Nottingham City Council
1990-1991	Volunteer, Middle East
1989-1990	PA To Exec, Arts Centre Group London
1989	Assistant, Hotel Barbati, Corfu
1987-1989	Deputy Manager, Lewes Record Shop

Education

B. Ed (Hons) 2:1 Nottingham Trent University	
Access Course, Clarendon College, Nottingham	1992 -1996
City & Guilds Hotel 706 & 707/1, Eastbourne College of Arts & Technology	1990 -1991
	1984 -1986

Other Achievements

- Runner-up in 2 Business Awards in 2015
- Established and currently co-run a vibrant and successful networking group for marketing professionals
- Teaching English in Uganda
- Ambassador of the local Chamber of Commerce and previously on the steering group for their annual conference, [Brighton Summit](#)

Me Personally

I live 5 minutes walk from the seafront, so am lucky enough to regularly enjoy beachcombing (unfortunately this always includes a litter pick too now), beach walks and cycle rides, sunset & starling watching at the beach! Going to the theatre, watching films, attending gigs and listening to music (I play guitar and used to play the saxophone and clarinet, quite badly though tbh!). Absolutely love to travel and explore. Currently list my 10 favourite things as: nature, prawns, sunshine, the ocean, boat trips, bubbles, bonfires, adventures, oil painting, and mobile photography – in any order!