



# Darcy-Marie Lamptey

Graphic Designer | Gamer | YouTuber

## Experience

### GOLD WINNER:

**B2B marketing team of the year 2023, Mitie** | B2B Marketing Awards 2023

### SILVER WINNER:

**Best use of customer insight, Mitie** | B2B Marketing Awards 2023

## Senior Graphic Designer | Mitie, Sept '22–Present

Second-in-command to the Head of Creative by leading the execution of complex marketing campaigns. Collaborated with various marketing roles to establish Mitie's propositions and capabilities to external clients. Adept at creative directing agencies to ensure consistent branding and maximum impact across all media channels.

Responsibilities include:

- Leading the execution of complex marketing campaigns.
- Collaborating with cross-functional teams within the marketing department to ensure Mitie's propositions and capabilities were effectively communicated to external clients.
- Creative directed various agencies to ensure all media channels aligned with the Mitie brand and delivered the best possible impact.
- Developed and executed strategies for Account-Based Marketing (ABM) campaigns, resulting in increased client engagement and business growth.
- Produced highly innovative campaign concepts into cross-platform media channels, consistently meeting and exceeding project goals.
- Lead the planning and implementation of the new Brand Management Platform, ensuring the Mitie brand was clean, easy accessible and to create one single source of the truth.

## Creative Design Manager | Mitie, May '18–Sept '22

Responsible for strategising, designing and overseeing the collateral for the Group IFM sales team to align Mitie and potential customers visually within tender documents.

Responsible for producing high-quality collateral for new business opportunities (+£15m p.a) within internal and external deadlines to support the teams current win rate (1:2).

In addition, working with the Strategic Marketing Team to develop internal and external campaigns. Examples include:

- Social media campaigns
- Landing pages
- Print collateral
- Interactive documents
- Neurodiverse focused documents
- Microsoft Teams meeting led campaigns
- Information design
- Storyboard development
- Mitie Brand ambassador
- Editable tools available for parts of the business
- Lead campaigns with external agencies

## Middle-weight Graphic Designer | ENGIE, Jan '16–May '18

Responsible for leading and creating a robust collection of valuable bid documents and marketing collateral for the sales and business teams. Worked with the marketing team to lead a sales event focussing on ENGIE's capabilities created strong relationships between the design team and senior management. Presenting ideas from dialogue to finish product.

## Graphic Designer | Hoover Candy, May '15–December '15

## Junior Graphic Designer | QA Ltd, Oct '14–May '15

## Other Experience

### Freelancer | ThisisDarcy Design, Apr '20–Present

Collaborating with a diverse clientele, specialising in delivering creative design solutions that encompass rebranding, strategic consulting, and other design-related tasks. My portfolio showcases a range of successful projects, such as:

- comprehensive brand development for a bid consultancy firm
- providing branding and business consulting services to an alcoholic drinks company
- leading the rebranding of a street food vendor
- offering branding and signage solutions to an interior design company
- designing websites and branding materials for a rum business
- and delivering a full suite of branding, consultancy, and animation services to a film production company.

### Twitch and YouTube Gamer, ThisisDarcy, '20–Present

Creating a YouTube and Twitch channel Developed the brand to match other professional YouTube and Twitch channels including twitch overlays, YouTube overlays. Actively researched how to successfully create a gaming channel and the skills/tools needed. Learnt how to effectively record, edit and publish videos to a high quality. Managed all workload and scheduling workload whilst continuously keeping up with the latest gaming trends.

## Achievements

6th Place - 2019/2020:  
**Mitie Ranked NO.6,**  
jumping 11 places from  
last year | Inclusive Top  
50 UK Employers

Shortlisted 2021:  
**CHORD, Network of the  
Year** | National Diversity  
Awards 2021

### Co-chair and Head of Creative for Mitie's Race and Ethnicity Network | Mitie, May '19–Present

Established and led the CHORD Diversity and Inclusion network, setting clear objectives to enhance business inclusivity for all races and ethnicities. Presented to the Executive Leadership Teams, focusing on areas to reduce disparities, resulting in a 600% increase in network following within 12 months. CHORD was nominated for the 'Network of the Year 2020' at the Ethnicity Awards. As the Creative Director, I managed strategic event planning, collaborated with various departments, and delivered impactful presentations on the importance of Diversity and Inclusion. Other responsibilities included:

- Liaising with Marketing, Communications, HR and the business units to push the network
- Lead live conversations to the business on the importance of Diversity and Inclusion
- Facilitated live monthly conversational meetings open to the whole business, touching on various topics centred around Race and Ethnicity such as: Hair discrimination, 'Is there such a thing as positive stereotype?', Intersectionality, Black Lives Matter and more.
- Storyboard and planning all campaigns including:
  - △ Social Media Campaigns
  - △ Black History Month
  - △ Calendar Days
  - △ World Blood Donor Week
  - △ George Floyd - 1 Year on
  - △ Protests in Nigeria
  - △ Afghanistan Support Call
  - △ Monthly Conversations Meetings - Conversations with CHORD

## Qualifications

### The University of Reading, Oct '11–July '14

2:1 BA (Hons) in Typography & Graphic Communication. Experience in branding and identity, digital design, editorial design, typeface design, information design, and history of graphic design and typography.

## Additional Information

Proficient use of Adobe Creative Suite, Experienced in Microsoft PowerPoint, Confident in presenting to various levels of stakeholders, Passionate about Diversity and Inclusion, Training in Management and Leadership, Video Game lover, Dragonboat racer, Anime obsession.