

Emily Sorrell

Creative Strategist

ENFP Personality Type

emilydoesdesign@gmail.com
@emdoesdesign
www.emilysorrell.uk
07724002883

HIGHER EDUCATION:

Graphic Design
BA Hons
Falmouth University
1st Class Honours

SCHOOLING:

Ecole Europeene, Bruxelles,
Dean Close School, Cheltenham
GCSE: A*, A*, A*, A*, A*, A, A, A*, A*, A*
A Level: A*, A, A* (Languages: French & Spanish)

INTERESTS:

Green fingered dog owner
Sand dweller
Community builder
Collector of things that collect dust

MOST RELEVANT EXPERIENCE:

Creative Strategist and Consultant - Freelance - Bespoke creative consultancy for the heritage sector. Working with organisations across the UK to identify opportunities to drive sustainable innovation in the sector. Co-creating long-term creative strategies across brand, collections, and visitor experience, against the triple bottom line.

Innovation Designer - Freelance - Pedlar of design-thinking in the heritage sector. Research, concept generation, project planning and budgeting, grant support, team building, project management, creative direction and graphic design.

Creative Director - 'Dear Heritage Sector' Campaign - Funded project offering pro-bono creative aid, consultation & idea generation to heritage organisations hit hard by the pandemic and subsequent lockdowns.

Host - Cornwall Design Festival - Organised and hosted Cornwall's first digital design festival as part of a 6 month takeover of Cornwall Design Forum during lockdown.

The Anatomy of Design Residency Programme - Lead - Commissioned by Cultivator to coordinate and lead a digital design residency throughout lockdown for three designers exploring new practices.

Co-founder - Doorstep Creatives Ltd - Platform connecting creatives across rural Cornwall. Supported by Cultivator, The European Regional Development Fund, Arts Council England and Cornwall Council. Highly commended at the Creative Conscience awards.

Researcher - "A Network of Networks" - Undertaking vital research to understand networking in the rural creative economy. In collaboration with iMayflower and Cornwall365. More info here.

Cornish Creative and Cultural Leadership Development Programme - Cohort 1 - Led by the University of Plymouth and Cultivator and designed and delivered by the innovation unit of The Audience Agency with Mandy Berry.

Industry Partner - Plymouth University - MA/MSc Integrated Design Innovation Placements Scheme R&D Studentships.

Industry Mentor - South West Creative Technology Network - Creative Youth Network

Awards - Design Week 'Rising Star' award 2020 - Short-listed | 'Sound Innovator' - The Sound of the year awards 2021 - Short-listed.

OTHER EXPERIENCE:

Head Chef - Chalet Le Blizzard - Verbier, Switzerland

Guest Lecturer - Falmouth University Briefing, Presenting, one-to-one coaching, followed by feedback and commissioning.

Workshop Host - Falmouth University Idea generation and event planning workshop hosted by Doorstep.

Panellist at 'Hello Culture: Remix, Bristol Digital Cities Festival 2020 Discussing 'The Emotions of Content'

Task Force Advisor - Creative Cornwall Calling - Led by Cornwall Council

Advisory Group Member - Cultivator

BBC - Commissioned 'New Creative' Artist. Delivery of fully developed immersive project. '**The Sonosynthesiser**' creates a virtual space in which to explore the BBC sound archive. Co-commissioned by BBC Arts & Arts Council and delivered in the SW by Calling The Shots & Screen Cornwall. Coordination of team and venues to specific deadlines and budgets. Art direction, concept design, UI/UX design, spatial design, sound design, project management.

Events and Exhibitions: *Watch This Space* - Gray's Wharf, Penryn, Design Frontier Open | *The Sonosynthesiser X Cornwall Film Festival* | *The Sonosynthesiser X Porthmeor Studios*, St Ives | *The Sonosynthesiser X Gray's Wharf*, Penryn | *The Sonosynthesiser X Hello Culture: Telling Tales X The Watershed*, Bristol | Doorstep's "*Collab Club*" - various venues | *Flat Pack* - Woodlane Campus | *Doorstep Launch Party* - Freeriders, Falmouth | *Side-Hustle* The Poly

Internship - Trapped in Suburbia, Den Haag, Netherlands. Experimental Dutch design studio specialising in experiential design.

Augsburg Hochschule (University of Applied Sciences), Bavaria, Germany. (May - July 2018) Traditional letterpress techniques, typesetting with lead type.

President of the Falmouth Snow Sports Society (Elected two years consecutively) Running the business to a membership model and saw considerable growth for the club.

Recruitment Resourcer - Juice Recruitment - Interviewing prospective candidates and researching leads for potential clients.