

EVALYN

I'M EVALYN

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[LinkedIn](https://www.linkedin.com/in/evalyn-goldby-solomon/)

As a strategic Senior Creative I have a range of experience across projects, clients and industries. I enjoy getting stuck in to the ideas, the logistics, the copywriting, the pitching and everything in between. Used to taking a Creative Lead role on projects, I've been responsible for managing teams of multiple people and multiple deadlines to result in the best solution to the challenge at hand.

When I'm not working I love to solo travel and have been lucky enough to get to 30 countries. Exploring new places, learning about new cultures and meeting new people has taken me way out of my comfort zone, encountering problems I'd never have thought I'd have to solve.

EDUCATION

September 2025 - Present
Event Academy,
CIM Accredited Post Graduate
in Event Management

Grade to be awarded

Presdales, AS and A2
Graphic Design - AA
Mathematics - AB
Photography - AA*
Psychology - A

Presdales, GCSE
12 A*s & 4 As

MARKETING EXPERIENCE

November 2024 - Present | Freelance Senior Events Creative

- Creative consultant responsible for ideating and delivering creative solutions for five international leadership events for a high profile Pharma client in US
- Responsibilities include event branding (from ideation of the initial theme through to final execution and delivery), set design (ideation through to supplier liaising and quality control), and comms design

January 2023 - Present | Freelance Senior Creative

- Completed multiple projects for many clients (working agency-side) including McDonalds, Volvo Group, Puma, Vodafone, Novartis, Ferrero Rocher, Huawei
- Consulted for campaign work, pitch ideation and asset design
- Worked with both large multi-agency companies - such as Publicis Groupe and Havas Group - as well as smaller, independent brands and agencies specialising in purpose-driven, independent projects

July 2023 - March 2024 | Senior Designer, MSL UK

November 2021 - July 2023 | Mid-Weight Designer, MSL UK

- Strategised and created timely, cohesive responses to briefs and pitches, presenting creative ideas to clients in person and remotely
- Conceptualised ideas for events, advertising campaigns, PR launches, influencer campaigns, and internal engagement challenges
- Delivered multiple 360 through the line campaigns - spanning branding, advertising, events (in person and virtual), and internal comms
- Art Directed photo shoots and film shoots, liaising with crews and talent, solving problems to ensure high quality output from shoot days
- Worked with a variety of teams, building close relationships with Senior Leaders and Clients: presenting work and becoming someone they trust
- Led regular meetings to share updates on the status of projects
- Line managed Junior & Mid-Weight Designers, overseeing their work, providing mentorship and guidance and supporting their career progression
- Clients included: ABInBev, Airbus, Nintendo, Pret, Kingfisher, TUI, Apple

April 2021 - November 2021 | Art Director/Graphic Designer, ThirtyThree

May 2019 - April 2021 | Junior Art Director/Graphic Designer, ThirtyThree

- Conceptualised ideas for campaigns and designed visual identities
- Worked closely with specialist teams in social, digital and film
- Clients included: EE, B&Q, The Army, Audible, BMW

September 2018 - May 2019 | Client Executive, ThirtyThree

June 2018 - September 2018 | Marketing Administrator, ThirtyThree

- Clients' main point of contact for enquiries, new briefs and regular updates
- Managed regular quarterly project timelines and budgets
- Took, understood and dissected client briefs, briefing internal teams to organise a cross-agency response, coordinating multiple timelines
- Liaised with third party suppliers, enquiring about and booking media space
- Researched and produced media plans to brief and budget
- Clients included: EE and BT

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GOLDBY SOLOMON

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SKILLS

KEYNOTE



ADOBEPHOTOSHOP



ADOBETRACKER



ADOBETRACKER



ADOBETRACKER



MICROSOFT EXCEL



EVENTS EXPERIENCE

March 2025 | Events Assistant, Marie Curie

- Assisted smooth running of raffle during their black tie awards event: collecting and distributing contributions without disrupting the guests' evening
- Collected payments and donations to the charity

August - October 2024 | Social Host and Team Captain, Howzit Hostel Hawaii

- Responsible for running social events held in the hostel, ensuring everything ran to time and guests had a great experience
- Front of house representation, assisting guests and answering questions whenever needed - providing advice on what to do in the local area
- Team Captain for the group of c.16 volunteers. Welcoming new volunteers to the team - onboarding them to the jobs and processes. As well as helping with any issues and resolving any disputes
- Liaised closely with management to arrange social activities for volunteers to keep morale and engagement high

July 2017 - April 2018 | Studio Manager; Photographic Synergy

- Point of contact for the whole customer process; from front of house, to sales, quality control and final delivery
- Co-ordinated customer communications using CRM software
- Arranged brand presence at key locations and events during seasonal times of the year - assisting with staffing and logistical support
- Liaised with partners to organise regular brand presence at venues (eg. David Lloyd) for lead generation
- Managed staff schedules and expenses

February 2018 | Events Assistant; Meredith Collective

- Helped prepare for events by collating stock and decorating communal areas
- Assisted during events, solving any problems and representing the brand

May 2017 - September 2017 | Wedding Planner Intern; Raspberry Events

- On-site assistance ensuring rooms were set to brief and the event ran smoothly and on schedule, resolving issues quickly and discreetly
- Liaised with and assisted suppliers on site
- Listened to instruction, acting promptly and appropriately within a large team
- Worked at high profile locations such as St Paul's Cathedral which had very strict timings and restrictions

November 2016 | Charity Event Creative Lead; Presdales School

- Organised fundraising events such as quiz nights and bake sales
- Composed all written communications with guests for every event
- Organised Masquerade Charity Ball in third party venue location. Coordinating the decor, live music, guest list, advertising, food, raffle prizes, budget and all venue liaisoning. The event sold out with over 100 people present

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