

Eryn Allerston-Brockwell (Eryn Niamh)

Digital Content Specialist

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ABOUT ME

A digital content specialist with 10+ years of experience across graphic design, content and creative communications. I'm passionate about thoughtful design and enjoy turning complicated ideas into content that feels clear, useful and human. I bring visual storytelling, writing and audience insight together across graphic design, websites, content creation, social media and sales materials. Naturally collaborative and curious, I love finding smarter ways to make strong creative work go further.

EXPERIENCE

Uniguest · Nashville (Remote)

Digital Content & Social Media Specialist

2025 — Present

- Collaborated in a global company-wide rebrand, independently developing the new branding concept and turning it into a consistent visual system across the business.
- Led social media planning and delivery, with LinkedIn campaigns that achieved from 23,000 to 34,000 impressions across two to four weeks.
- Used AI to build smarter workflows, such as connecting LinkedIn and Microsoft Flow to Microsoft Teams, making content sharing and internal updates faster and easier.

Digital & Content Designer

2023 — 2025

- Managed and enhanced content across digital channels; one-year post-takeover, website traffic had increased by 60% and LinkedIn followers had grown by 10,000.
- Created the full range of brand collateral, including websites, campaign assets, brochures, case studies, presentation decks, infographics, event graphics and social content.
- Built reusable templates and sales collateral that reduced content lead times by 50% while strengthening brand consistency.

Junior Digital & Content Designer

2022 — 2023

- Turned complex digital engagement products into clear, engaging content for varied audiences across web, campaigns and sales materials.
- Worked closely with sales and product teams to understand briefs, shape ideas and deliver accurate content on time.
- Began development on 3-D floorplans to offer a visual aid across sales pitches, website development and social media.

Digital Content Producer

2021 — 2022

DA Creative Studio · Hull

- Created and edited website, campaign and social content for clients, balancing clear messaging with strong visual storytelling.
- Used audience response and platform data to refine a TikTok campaign that reached more than 60,000 views across five videos.
- Turned client briefs into cross-channel content for websites, billboards and social advertising while completing a Level 3 Content Producer qualification.

Freelance Graphic Designer & Photographer
Self-employed · Hull & London

2017 — Present

→ Delivered brand identities, menus, posters and social content for clients including Newman’s Nosh, The Warren Youth Project and Middle Child.

→ Produced bespoke wedding and event stationery suites, liaising directly with clients and external print suppliers.

→ Published club and live-music photography in a sold-out printed book at 22, alongside ongoing event photography.

Lead Graphic Designer & Events Coordinator
Clearanswer Call Centres · Hull

March 2020 — 2021

→ Managed internal and external communications for a 650-person organisation, adapting content for different audiences and channels.

→ Designed campaign, event and internal communications collateral while maintaining brand accuracy for EE, BT and TalkTalk.

→ Simplified internal digital content and workflows, reducing printing costs by 15%, and coordinated requirements across large-scale client events.

EDUCATION & CERTIFICATIONS

BSc in Design & Innovation (Design Engineering)
The Open University · 2024-Present

3 A-Levels (A*-B)
Graphic Design, Photography & English Literature
Wyke College · 2015-2017

Intermediate Illustrator
MediaTraining · 2024

Advanced Photoshop
MediaTraining · 2023

Level 3 Content Producer
Cambridge Marketing College · 2022

VOLUNTEER

Volunteer
Dove House Hospice · Since 2017

Volunteer Dog Walker
The Cinnamon Trust · Since 2026

SKILLS

- Content design

→ Writing & Editing

→ Content Strategy
- Graphic Design

→ Social Media Marketing

→ Motion Design
- AI-assisted workflows

→ Adobe Creative Suite

→ Stakeholder Management

CORE FOCUS	CONTENT DESIGN APPROACH
Clear, accessible content built around user needs → Writing, editing & plain English → Content strategy & architecture → Content management & governance → Audience-informed iteration → Stakeholder collaboration → Inclusive, accessible design	From a complicated brief to something people can use → Understand the audience, context and real need. → Give information a clear structure and purpose. → Bring words and visual design together. → Share early, listen carefully and keep improving.