Ravin Patel

CREATIVE LEAD | PAID SOCIAL STRATEGY | OMNICHANNEL MARKETING
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PROFESSIONAL PROFILE

Commercially focused creative and marketing professional with 14 years of experience spanning paid social, brand strategy, omnichannel campaigns and content production. Since August 2026, freelance client paid social activity has generated over £1.1m in combined sales. Partners with digital and marketing teams to align creative, audience strategy and performance optimisation with ROAS, MRR and ARR goals. Hands-on creative direction across video, photography, design and customer experience.

PROFESSIONAL EXPERIENCE

Creative Lead (Contract) | Birmingham & Northamptonshire | Aug 2026 – Present

• Support paid social strategies through omnichannel marketing, social strategy and end-to-end creative services, collaborating closely with digital and marketing teams.

• Contributed to over £1.1m in combined client sales through paid social campaigns since August 2026; use creative testing and performance insights to support ROAS, MRR and ARR objectives.

• Develop audience-led creative concepts, short-form video, photography, messaging and cross-channel campaign assets for clients in pet products, tiles, clothing, automotive, household goods, technology and insurance.

• Translate campaign performance, customer behaviour and commercial priorities into creative optimisation recommendations.

Founder and Creative Director | Curated Chaos / Nova Media Group Ltd | Nov 2023 – Sep 2026

• Built a network of 200 independent creators and led creative production, campaign planning and delivery for a range of organisations.

• Led social-first and out-of-home campaigns generating approximately 21.9m impressions in one month and 172k associated views over two weeks.

• Delivered campaigns for universities, police forces, property agencies and advertising consultancies; managed briefs, stakeholders, creators and reporting.

Senior Graphic Designer, leading CGI and UX/UI teams | Tile Mountain Group | Feb 2023 – Oct 2025

• Led CGI and UX/UI creative delivery alongside digital and marketing teams across social, digital, print, retail and customer-facing
experiences.

• Project Mexico: developed an integrated creative and digital response to declining January–March sales, refining product photography, social content, Google Shopping imagery, SEO keywords and website UX; achieved a 122% year-on-year sales increase for the campaign period.

• Supported PPC, SEO and Google Shopping initiatives, applying GA4 and Microsoft Clarity insights to improve customer journeys
and campaign effectiveness.

Business Development Manager and Graphic Designer | Arch Living (UK) | Oct 2022 – Jan 2023

• Established brand guidelines and social media strategy; managed campaigns from concept to delivery, budget and deadline.

EARLIER CAREER

Freelance Graphic Designer, 50-50 Solutions (2018–2024) | In-house Graphic Designer, Tokio Marine UK (2022)
Mid-weight Graphic Designer, Walls & Floors Ltd (2021–2022) | Mid-weight Graphic Designer, Rave & Son (2015–2018)
Freelance Photographer, Just Eat / Uber Eats (2015–2016)

SELECTED CAMPAIGN & DIGITAL WORK

Project Mexico: +122% year-on-year sales | Freelance paid social: £1.1m+ combined client sales | Curated Chaos: ~21.9m impressions in one month

Tile Mountain Visualise IT / Trepanel: customer-facing visualiser UX/UI | Solihull Tiling Specialists: website, identity and SEO-focused campaigns

CORE SKILLS & PLATFORMS

Strategy: Paid social creative strategy, omnichannel campaigns, ROAS optimisation, MRR/ARR-focused planning, social content

strategy, creative direction, brand storytelling, creator management, stakeholder engagement, performance reporting.

Tools: Adobe Creative Cloud, Figma, Canva, CapCut Pro, GA4, Microsoft Clarity, Klaviyo, Mailchimp, HubSpot, WordPress, Shopify, Magento 2, SEO, PPC, Google Shopping. Channels: Instagram, Facebook, TikTok, LinkedIn, YouTube, X, Snapchat, Pinterest.

EDUCATION & PROFESSIONAL DEVELOPMENT

BA (Hons) Visual Communication: Graphic Design | University of Derby (2006–2010)

Help to Grow: Management and Leadership | University of Leicester School of Business (2026) | B2B Quote, Bid Proposals and

Writing (2025)