



# AMY BISHOP

## CURRICULUM VITAE

Designer, creative, sports enthusiast, dog lover, cake baker, and self-proclaimed beach addict.

With 9 years of experience in the sports industry, I've had the opportunity to work across a broad range of sectors, including agencies, governing bodies, major events, leagues, broadcast, and sales.

My specialism lies in event branding and enhancing guest experiences, with a strong understanding of partner branding rights and a commitment to delivering top-tier on-site branding. I'm skilled in creating branding solutions for broadcast environments and approach every project with a sustainability-focused and purpose-driven mindset.

I also have a proven track record in executing marketing campaigns, both OOH and digital, collaborating closely with marketing teams and agencies to ensure consistent and effective delivery. In addition, I have experience in guest portal and ticketing systems, brand identity development, digital branding, commercial sales, and designing with a focus on educating and engaging audiences.

I am well-versed in print production, procurement and project management, and I always strive to go above and beyond to deliver exceptional results.

Currently, I'm working as an Event Operations Designer for SailGP, with previous roles at Amazon Prime (Sport), IMG Media, the Cricket World Cup 2019, England Rugby, and British Triathlon.

I believe in breaking boundaries and challenging the norm to bring sport to life through design. There's always more to be done in design, and it's all about being willing to step outside the box and reach new heights.

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Feb 2021 to Present

### Event Operations Designer | SailGP

- Design and manage the workload of the on-site event branding across multiple event sites.
- Expert knowledge in partnership branding, to ensure contractual rights are met across all our branding. This includes event branding, digital, commercial, hospitality and ticketing, and marketing assets.
- Working with the rest of the design and marketing teams to deliver exciting new opportunities, with OOH and digital marketing campaigns.
- Brand and design all assets for the hospitality experience. This includes the online portal, digital assets, ticketing and everything on-site to ensure a luxury guest experience.
- Project management to ensure delivery across multiple events. To manage and delegate our event branding requirement across our team when required, and helping with procurement where required.
- Continuing to develop SailGP's branding, including new ideas for fan engagement and activations as well as looking for more sustainable ways to deliver unique experiences.
- Digital design, including assets for social media, decks, and infographics.

Jul 2020 to Feb 2021 (Contract)

### Digital Designer | Amazon (Prime Video Sport)

- Designed digital banners for Amazon Prime's Live Sport sector. This included rugby, tennis and football.
- Offer sport branding advice to stakeholders from previous experience working across various sports.
- Manage player choices, and stay up-to-date with stats and current injuries/performance of players.
- Project managed delivery of artwork across over sectors of the business.
- Developing the Prime Video Sport brand, ensuring consistency across all platforms.

Mar 2020 to Aug 2020 (Freelance)

### Senior Designer & Digital Market Exec | Mondial Dubai LLC

- Created a new initiative for social platforms and developed my video editing and animation skills.
- Helped transform the company into the world of digital and online presence during a period of uncertainty to ensure clients are still being contacted via virtual meetings and social updates.
- Generic digital asset and template creation.
- Developed and modernised the company brand guidelines and new website design.

Aug 2019 to Jul 2020

### Middle-Weight Designer | IMG Media

- Designed marketing assets, sales decks, reports, broadcast manuals, catalogues and strategy documents.
- Experience in juggling multiple projects in a fast-paced agency environment.
- Managed and designed the IMG Media's Sport 2020 portfolio which is a yearly catalogue of it's offerings.
- Experience in working with multiple brands across all assets.
- Worked closely with the marketing teams and project managers to ensure all materials are completed.

Aug 2018 to Jul 2019 (FTC)

### Middle-Weight Designer | ICC Men's Cricket World Cup 2019

- Designed all assets for the 100 day Domestic Trophy Tour.
- Designed city dressing, event branding and fleet branding.
- Designed and managed the development of the schools programme assets and the website build with the incentive of getting 1 million children into cricket.
- Created OOH and digital marketing assets. Worked closely with the marketing team and Two Circles to ensure marketing campaigns were targeted to the correct audiences to ensure the best reach.
- Designed and managed the production of all Hospitality assets for both ICC and venues. This includes, passes, ticket boxes, wristbands, web portal and invites, as well as all additional venue assets.
- Managed in-house design and agency deliverables, including over 150 versions of the hero creatives.
- Ensured delivery of all event assets and programmes throughout the tournament, while having a secondary on-site role throughout the 48 game tournament.

Nov 2017 to Jul 2018

### Graphic Designer | England Rugby

- Working as a team to develop ideas as a group and work alongside each other to create the best outcome.
- Created branding for the Red Roses, including marketing material, match-day assets and digital branding.
- Worked on the branding for all mass participation brands such as Inner Warrior, X Rugby7s and O<sub>2</sub> Touch, including a refresh of the O<sub>2</sub> Touch brand.
- Involved in the delivery and development of marketing campaigns. This included ideation, photography direction and deliverables.
- Delivered tender bid documents, 6 nations event branding, and London 7s digital assets.

Jul 2016 to Nov 2017

### Graphic Designer | British Triathlon

- Branded major triathlon events including the ITU World Series and the Mixed Relay events.
- Developed an event identity for the new addition of the Mixed Relay to the World Series event structure.
- Worked on campaigns for our mass participation brand GO TRI, which focused on getting new audiences into the sport and taking part in their first Triathlon.
- Developed and created a new open water safety brand and strategy; SH<sub>2</sub>OUT.
- Implemented the second phase of the brand guidelines.
- Worked hands on at major events and gained an understand for event install and de-rig.

Jul 2015 to Jul 2016

### Graphic & Digital Design Intern | Loughborough University

Sep 2011 to Jun 2015

### Loughborough University BA Graphic Communication | First Class Honours

## SOFTWARE SKILLS



Keynote and PowerPoint design knowledge  
Some knowledge in video and photo editing  
CRM and email campaign experience

## JOB SPECIFIC SKILLS

|                              |                    |                    |
|------------------------------|--------------------|--------------------|
| Event branding               | Digital Design     | Project Management |
| Visual identity and branding | Commercial Design  | Procurement        |
| Editorial and print design   | Infographics       | Print Production   |
| Campaigns: Digital & OOH     | Partnership Rights |                    |

## OUTSIDE OF WORK



## INTERESTING FACTS

I've had four knee surgeries.  
EHA National Cup Handball Champions 2019.  
Grew up in Dubai.  
Advanced PADI scuba diver.  
I raised £3000 for Make-A-Wish Foundation and husky sledged 220km across the arctic circle over 5 days.  
Represented Dubai at netball.

References available upon request.  
This CV is A3 size.