**Naomi Twigden**

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**Employment,** ***references on request***

**Branding and Marketing Manager, Universal Food Products [January 2017 – November 2019]**

* Created numerous E Book projects and written collateral which reached organic audiences of over 5,000 downloads per item on average
* Produced written content for the company newsletter, brand partners, online archive and outreach programs
* Planned annual marketing and branding calendar
* Managed and supported marketing team individually and on group projects
* Leased with directors and planned budget expenditure
* Instigated weekly company catch up meetings across departments to encourage team building, rapport and a positive office atmosphere.

**Author ‘Lunch Box Salads’ [June 2016 – December 2016]**

*Easy, healthy, veg-centric lunches that can be easily taken to work and encourage less food waste.*

* Published in the UK in July 2017 with Penguin Random House - Ebury Press
* Published in May 2018 with De Capo Press in Canada and America.
* Independently created and photographed over 50 recipes in a 3-month period.
* Sold over 10 000 copies to date

**Co-Founder and Head of Marketing and Branding, Lunch BXD [January 2014 – December 2016]**

*Lunch BXD made daily deliveries of healthy lunch boxes by bicycle to individuals in London offices. The business also provided group deliveries of up to 600 lunchboxes per day including clients such as Google, the BBC, London Fashion Week and Unilever. Lunch BXD salads were stocked in Waterstone’s cafes and Planet Organic.*

* Developed brand voice, food style, colour scheme, ‘lunch box’ idea and design.
* Created a weekly newsletter that generated over 10,000 organic sign ups. Grew social following organically to over 5,000 on Instagram and over 4,000 on Facebook within a 6-month period.
* Created and instigated PR strategy; Lunch BXD was featured by publications including Vogue, City AM, House and Garden, Stylist, RED magazine, Harper's Bazaar. Named in the Evening Standard's 'Top 10 Food Trends for 2015' and by Gwyneth Paltrow as a favourite healthy food business in London.

**Freelance Marketing and Content Writing**

* ITV Television Programme ‘Sugar Free Farm’, Liberty Bell Products [July, 2016]; Written sugar free content and recipe development.
* Lily’s Kitchen [2015 – 2016]; organized photo shoots, video shoots and acted as lead stylist for new marketing campaigns including sourcing a location, photographer and assistant stylist, all food and material props and managing structure and creative at shoot days.
* Florette Salads [2014 – 2016]; ongoing content and recipe consultancy for their website, TV commercials and on and offline marketing including professional photography.
* Mindful Chef [2015 – 2016]; supported new business through launch through written content and recipe creation including the creation of over 100 healthy dishes.

**Marketing Executive, Skiworld [02/10/11 – 28/09/12]**

**South Chef, Scott Dunn Chalets, St Anton, Austria [11/2010 – 04/2011]**

**Volunteer Work**

**Volunteer Crisis Line Telephone Counsellor [January 2018 – Present)**

* Completed intensive 10-day training course and selection process.
* Training included areas such as mental health, supporting minority communities and how to respond in a crisis situation.
* Skills have been applied through regular telephone counselling shifts which are developed with feedback from a supervisor.

**Volunteer Placement, Better Health Breads [August 2016 – November 2016]**

Support worker at a sourdough bakery social enterprise that helps people recovering from mental illness reintegrate into a working environment and develop social skills.

**Academic Qualifications**

**Graduate Diploma of Counselling, Australian College of Applied Psychology, Melbourne [January 2019 – Present]**

**2:1 BA Degree in History and History of Art, Leeds University 2007 – 2010**

**Kimbolton School [1996 – 2007]**

* A Level; 3 A Grades; History, Politics, English Literature
* AS Level; 5 A Grades; History, Politics, English Literature, Art, General Studies
* GCSE; 3 A\* Grades, 6 A Grades.

**Other Qualifications**

Applied Suicide Intervention Skills Training (ASIST) [December, 2018]

Telephone Counselling LGBTQIA+ 10 Day Training Course [January, 2018]

Leiths Diploma in Food and Wine; Distinction

Wine & Spirit Education Trust Level 1 & 2; Distinction

School; Head of House, Mentor Prefect and First Team Tennis