

HARRIET PARSONS

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PROFILE

I'm a creative who sits neatly between words and visuals, with experience supporting internal comms and engagement for a global organisation. I'm good at taking complicated messages and turning them into clear, digital-first content that's easy to read and act on. I'm also AI-curious and comfortable using HTML/CSS to improve intranet pages and embedded components, so I can boost both efficiency and the on-screen experience. I'm now looking for an Internal Communications Executive role where I can bring that mix of clarity, creativity and digital focus to a team that cares about how comms actually lands.

EDUCATION

**FASHION MARKETING
& BRANDING BA HONS**
NOTTINGHAM TRENT

FIRST CLASS DEGREE

A-LEVELS
PIGGOTT SIXTH FORM

ART - A*
ECONOMICS - B
MATHS - C

TOOLS



HARD SKILLS

- GRAPHIC DESIGN
- BRANDING
- COPYWRITING
- ILLUSTRATION
- HTML / CSS
- PHOTOGRAPHY
- WEBSITE DESIGN

SOFT SKILLS

- COMMUNICATION
- LEADERSHIP
- TIME MANAGEMENT
- PROBLEM-SOLVING
- CUSTOMER SERVICE
- ORGANISATION
- ATTENTION TO DETAIL

WORK EXPERIENCE

GRAPHIC DESIGNER & INTERNAL COMMUNICATIONS

FEB 2025 - PRESENT

I joined BD as an in-house Graphic Designer and was quickly pulled into internal comms through the newsletter. The more I contributed, the more my writing and editorial judgement became part of the job and I was recognised internally for clear, engaging copy.

From there, I took on internal engagement responsibilities, supporting the planning and delivery of newsletters, working with stakeholders to shape updates, and keeping messaging consistent across channels. I also managed intranet updates and builds, using HTML to create and maintain pages and embedded components that improved structure, readability and the overall user experience.

MARKETING EXECUTIVE & CONTENT CREATOR

SEP 2024 - JAN 2025

As a marketing executive and content creator at Seeblue, I gained hands-on experience in B2B account-based marketing, from planning and creating content to executing campaigns that drove engagement and results. I enhanced my technical skills using AI tools to streamline content creation and contributed to product development aligned with brand goals. Additionally, I handled video recording and editing, crafting compelling visuals to bring campaigns to life. My time at Seeblue sharpened my creative, technical, and strategic abilities while emphasising the importance of adaptability and collaboration.

EVENTFUL APP CO-FOUNDER

JUNE 2024 - PRESENT

My passion for creating solutions that support authentic and meaningful experiences led me to co-found Eventful – an event planning app I designed from the ground up, now with over 10,000 downloads.

ONLINE BUSINESS OWNER

MARCH 2024 - JULY 2025

I managed a successful Depop business specialising in buying and reselling digital cameras. By maintaining a strategic marketing, branding and advertising approach targeted to Gen Z females, I have consistently achieved an average profit margin of 150% per sale. I have also created viral TikTok content with over 1 million views to attract new customers. This long-term venture has honed my skills in market research, digital marketing and customer engagement.