



Dafydd Owen

Creative Marketing Manager

About Me

Creative Marketing Coordinator with **experience delivering end-to-end campaigns** and **creative production across charity, hospitality, property, and agency settings**. Lead **strategy** and **execute copy, design, and video** to produce **on-brand work** and **collaborate** effectively with cross-functional teams.

Work Experience

May 2025 - Present

Adenydd (Children's Charity), Remote, UK

Creative Marketing Coordinator

- Lead the marketing function, managing a web designer, SEO specialist, Google Ads specialist, and copywriters.
- Own high-impact creative execution—graphic design, copywriting, and video editing—to ensure consistent brand quality across major campaigns.
- Increase Facebook visits by 227% and Instagram reach by 3,500% year over year.
- Generate 155,000+ video views, contributing to a 617% increase in interactions and a 546% rise in website link clicks.

March 2024 - November 2024

Stralias, Gold Coast, Australia

Marketing Coordinator

- Lead marketing for holiday rentals and luxury property sales, supporting transactions for properties valued at \$1M+.
- Manage the full video production cycle (scriptwriting, filming with professional gear, and editing in Premiere Pro) for Instagram, TikTok, and YouTube.
- Position the business owner as an industry authority through influencer-style educational content for property investors.

February 2023 - April 2023

Novotel Hotel, Queenstown, NZ

Marketing Coordinator

- Manage end-to-end marketing for the hotel and restaurant while adhering to strict global brand guidelines.
- Create high-volume internal (guest-facing) and public-facing assets using Canva, Photoshop, and Illustrator.
- Redesign and launch a new website, including copy development and SEO optimisation to improve Google rankings.

Contact

✉ dafyddowen.biz@gmail.com



📍 Bridgend, United Kingdom



🌐 <https://dafs.work>

Education

MA Design Innovation
University of South Wales
2020 - 2021

BA Advertising Design
University of South Wales
2017 - 2020

Skills

- **Copywriting** (short-form creative, social, OOH, branding; long-form content, scripts, SEO articles/blogs, websites, bids/grants, brand guidelines)
- **Graphic Design** (branding, digital, social, websites, videography/photography)

- **Marketing Leadership**

(team management across SEO/ads/copy, campaign strategy, stakeholder management, brand voice, budget oversight)

- **Creative Production**

(Premiere Pro, CapCut, Illustrator, Photoshop, Canva, Figma, Squarespace, Shopify, WordPress, One.com)

- **Digital Marketing Tools**

(Google Ads, Meta Business Suite, TikTok Ads, Mailchimp, Notion, HubSpot, Buffer)

- **AI Evaluation & Language**

Quality (adversarial prompting, LLM stress-testing, "Oracle" QA review, multimodal labelling, UK English, fact-checking, instruction-following)

Languages

English - Native

Spanish - Proficient

Welsh - Intermediate

December 2021 – June 2022

Copy House, Remote, UK

Copywriter

- Serve as the dedicated writer for a major UK finance app, producing two 2,000-word articles per day on complex tax and business-planning topics.
- Ensure factual accuracy and keyword optimisation to support strong organic search performance for small-business resources.

October 2021 – February 2022

REACH, Remote, UK

Creative Consultant

- Partner with the CEO to design the creative launch campaign and define brand guidelines for the REACH app.

August 2021 – September 2021

S3 Advertising, Cardiff, UK

Creative Copywriter (Internship)

- Collaborate as a creative pair with an Art Director to develop campaigns for major Welsh household names, government clients, and tourism brands.

October 2018 – Present

Remote, UK, NZ, AU

Freelance Creative

- Video, copy and graphic design work for small businesses and local organisations including within retail, sports, and politics.

AI Training Experience

July 2025 – Present

Outlier, Remote, US

Creative & Language Reviewer (Contract)

- Held "Oracle" status for expert LLM stress-testing and high-quality multi-modal data analysis.

October 2025 – January 2026

Mercor, Remote, US

Digital Annotation Expert (Contract)

- Held a perfect 2.0/2.0 QA score across 290+ reviews for multi-modal annotation and AI prompt engineering.