



 *Bio*

 hello@magdairis.com

 [Magda Iris Petford](#)

 [@bymagdairis](#)

 [@bymagdairis](#)

I use digital tools to build real relationships and experiences. Community is at the heart of everything I do.

WORK

Marketing Coordinator

Royal Birmingham Society of Artists

Aug 2019 - Present

Birmingham

- Create actionable Marketing Strategy that responds to RBSA goals
- Promote exhibitions and activities online and in print
- Support the organisation through brand development and create in-house style guides
- Write original content and coordinate volunteer writers for the [RBSA Art Blog](#)
- Work with Gallery Director to design, print and distribute the exhibition programme within budget
- Manage social media pages and devise creative ways to engage new audiences
- Coordinate with RBSA team to create regular email campaigns and newsletters
- Write and distribute press releases, building relationships with local and national art network
- Engage with external partners to maximise impact in the arts/culture/heritage sector
- Work with Exhibitions Team to create online entry forms and application packs

Co-founder and Creative Lead

Bearjam Web Development

Jan 2020 - Present

Birmingham

- Work with local businesses to develop their brand and build an online presence
- Design wire-frames and UI Components through an iterative process
- Translate client ideas into technical components for Lead Web Developer
- Ensure websites are optimised for speed and accessibility best practices
- Create logos, images and digital illustrations that communicate client values
- Support clients with copywriting, content generation and SEO
- Deliver support sessions in social media, email and marketing

Portfolio Example: [Nest Wellbeing](#)

- Bearjam delivered a full design, branding and website package which supported the client's transition to online classes



Digital & Marketing Volunteer

Bearwood Action For Refugees

July 2019 - June 2020

Birmingham

- Supported team with marketing strategy for 36,000 Humans campaign
- Built new campaign website using HTML and CSS
- Co-created data analysis tool for research on 36,000 Humans List
- Copywriting for social media posts
- Created copywriting and image sourcing guides
- Supported newly arrived filmmakers to create interactive media project
- Led children's craft activities for newly arrived families

Visual Editor & Marketing Coordinator

Harmony

Sept 2017 - Dec 2018

Barcelona

- Produced 10 videos including international events and conferences, tutorials and stop-motion animations
- Consistently shot new product photos, documented live events and company culture
- Developed visual content and social media strategy to engage new communities
- Established visual consistency between social media pages
- Cultivated meaningful relationships with customers and community members
- Created infographics, vector graphics and icons
- Regularly helped organise meetups engaging local artists and musicians

Production Assistant

The Missing City Stars

Oct 2016 - August 2017

Barcelona

- Production Assistant for documentary film-making workshops with community groups in the outskirts of Barcelona
- Produced '**Making Of**' documentary for Baro De Viver project
- Camera Operator for *Isaac* directed by Bon Pastor community
- On set photographer for project shoot days

EDUCATION

Into Industry Programme

Otoxox Productions

July 2016

Barcelona

- Co-directed 2 short documentaries celebrating the life and work of extraordinary people in the city
- Presented *Gabriel* at BFI Future Film Festival 2017

BA Media and Communication (Television), 2:1

Birmingham City University

Sept 2011 - June 2014

Birmingham

