

Callum Rudd

Creative Designer



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Work Experience

2015 - Present

Designer Housing Plus Group

Over the past decade, I've been within the Marketing and Communications team at Housing Plus Group, driving creative strategy and execution across a wide range of channels. My role has spanned the full spectrum of design—from crafting compelling online and offline campaigns to managing large-scale print projects and supporting the design and development of multiple websites.

As the Group's needs and ambitions have evolved, I expanded my skill set to include video production and editing, becoming a go-to resource for multimedia storytelling. Beyond design, I've taken ownership of customer, colleague, and stakeholder data management—leveraging insights to shape targeted communications and build automated workflows that enhance engagement through email marketing.

I've also played a pivotal role in website management and was a key contributor to the successful implementation of the Group's new internal communications platform. This multi-disciplinary approach has not only broadened my impact but also earned me a nomination for **Comms Unicorn of the Year at the 2025 commsHERO Awards**.

2020 - Present

Print designer Freelance

Over the past five years, I've built a successful niche as a print designer specialising in sports-themed artwork. My designs have resonated with fans and collectors alike, resulting in over 500 sales through my online store. This creative venture has also had a charitable impact, raising more than £750 for a number of causes—blending passion with purpose.

Education

2015 - Present

BA (Hons) Visual Communication - 2.1

Birmingham City University

Accolades

Comms Unicorn of the Year Finalist

commsHERO Award 2025

Best Internal Comms Campaign Finalist

commsHERO Award 2025

Best Multi-Channel Campaign Finalist

commsHERO Award 2025

Skills

- Content creation
- Video editing
- Campaign creation
- Website management
- Social media management
- Data analysis
- Email marketing

