



# Clare Froggatt

Dear Hiring Manager,

I wish to apply for the **Head of Creative** position, as advertised on your [website](#).

I am the 'Creative Head' who is ready, willing, and able to become YOUR 'Head of Creative'



With a strong background in creative leadership and a proven track record of delivering innovative ideas, brands, and marketing campaigns, I am excited about the opportunity to lead Twinkl's creative team and contribute to the development of high-quality educational resources.

Throughout my career, I have demonstrated the ability to inspire and manage teams, develop and implement effective strategies, and collaborate with various departments to ensure consistent and high-quality outputs. My experience aligns well with the requirements of the Head of Creative role, and I am confident in my ability to make a significant impact at Twinkl.



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## Experience Highlights:

- Creative Leadership: As the Co-Founder and a Director of Rebus Creative, I led a diverse team of creative professionals, overseeing the production of various creative projects from concept to completion. My leadership ensured the delivery of innovative and impactful solutions for clients, enhancing brand visibility and engagement.
- Strategy Development: In my role at Make a brew, I developed and executed creative strategies that aligned with clients' goals and objectives. This experience has equipped me with the skills to develop strategic plans that drive creativity and innovation while meeting organisational goals.
- Team Management: I have a proven track record of managing creative teams, fostering a collaborative and productive work environment. My leadership style focuses on empowering team members, encouraging professional growth, and maintaining high standards of creativity and quality.
- Educational Content: My experience with education clients and projects at Prototype Creative (Ed Lounge, New City College) has given me valuable insights into creating content that is both engaging and educational. This background makes me well-suited to contribute to Twinkl's mission of providing high-quality educational resources.

## Key Achievements:

- Headhunted to be International Marketing Manager for a tech business, leading and successfully delivering the European marketing for EuroEXA.
- Successfully led the creative direction and production of multiple projects, resulting in increased client satisfaction and business growth.
- Developed and implemented innovative marketing strategies that significantly boosted brand awareness and engagement.
- Managed creative budgets and timelines effectively, ensuring projects were delivered on time and within budget.

I am particularly drawn to Twinkl's commitment to education, people first approach, and creativity. I believe that my background and skills align well with the goals of your organisation, and I am excited about the opportunity to bring my experience to your team.



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I realise the above are only highlights - I don't address every point made on your role description. However, I can assure you that I do have all the experience and attributes you require... I just didn't want this to bore you by being a 5,000 word essay!

I've recorded a little intro video for you, so you know who you're reading about - it's here.

Thank you for considering my application. I look forward to the opportunity to discuss how my background, skills, and enthusiasm can contribute to the continued success of Twinkl.

Sincerely,

Clare

