

Allison Fewtrell

Communications & Design Professional

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PROFILE

Creative and versatile communications professional with over 30 years of experience spanning digital design, front-end development, print, and strategic communications. A self-directed learner who has continuously adapted to new technologies and roles throughout a varied career, from technical illustration and interactive development to community organising, media spokesperson work, and heritage education. Equally at home producing exhibition panels, managing digital systems, writing for public audiences, or leading an organisation's communications strategy.

KEY SKILLS

- Strategic communications & content creation
- Social media management & newsletter production
- Education pack designs
- Exhibition panel & print materials production
- Project management & stakeholder liaison
- Adobe Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver (current); Premiere, After Effects (previous experience)
- HTML, CSS, JavaScript, Bootstrap, CMS (WordPress, Concrete5)
- Database & CRM management
- Writing, editing & public speaking
- Event planning, facilitation & governance support

PROFESSIONAL EXPERIENCE

Communications and Administration Officer | Aug 2021 - Mar 2026

Greater Manchester Tenants Union (GMTU) - Remote (part-time, 4 days/week)

Led communications and administrative functions across the Union. Managed digital channels, newsletters, and printed materials while coordinating campaign and event publicity and member engagement.

- Built a new WordPress website and project-managed the implementation of a CRM integrated with the site
- Established a unified communications strategy with brand guidelines, improving consistency across digital and print
- Grew social media engagement through regular, creative content and visual storytelling
- Compiled and deployed monthly newsletter and campaign bulletins via Mailchimp
- Designed newsletters, reports, and campaign materials
- Facilitated committee meetings, managed agendas, minutes and governance documentation
- Strengthened operational systems: membership database, digital filing, Gmail and G Drive management
- Undertook media interviews as union spokesperson (BBC, Granada, Sky TV, LBC)
- Organised and promoted public events within tight budgets

Freelance: Education & Heritage | 2022 - 2025

Various clients, including Anti-Apartheid Legacy Trust (AALT)

Commissioned to produce a series of multi-format educational resources for the AALT, now live on their website. Each pack combines archival imagery, personal testimonies, and structured learning activities for school audiences.

- Women in the Anti-Apartheid Movement: KS3–5 resource including introductory PDF, six individual profiles, fact files, and PowerPoint slide deck
- Roots of Apartheid: accessible historical resource for secondary school audiences
- Migration, Exile and the Anti-Apartheid Movement: resource drawing on personal testimony and archive material
- Liaised with the Anti-Apartheid Movement Archives and academic collaborators (University of East Anglia) to source and clear images
- Produced exhibition panels and/or supporting printed materials for the Institute of Employment Rights, Campaign for Trade Union Freedom, Action for South Africa and other freelance clients.

Freelance: Interactive Education Resource | 2022 - 2023

National Education Union (NEU)

Commissioned to produce an online interactive education pack for the film London Recruits, about covert anti-apartheid activity in the 1970s–80s. Designed for ages 11–14 across all ability ranges.

- Structured personal testimonies from activists alongside historical context and embedded film clips
- Liaised with the Anti-Apartheid Movement Archive, film director, and classroom teachers to shape content and activities
- Produced follow-on promotional materials and a delegate pack for the NEU annual conference
- Organised and promoted a public preview screening attended by the director and activists

Front End Developer | Sept 2017 - May 2018

Pulsar Healthcare

Produced touchscreen presentations, websites, banners, and responsive emails for healthcare clients within a small development team.

Interactive Developer | Aug 2012 – Jul 2015

Havas Lynx

Developed multi-platform apps, interactive touchscreen presentations, and e-learning tools using Actionscript, HTML/CSS, and Bootstrap. Created animated diagrams and edited video using After Effects and Premiere.

Owner/Director - Mexican Red Ltd / Freelance | Jun 1994 - Aug 2011

Self-employed

Ongoing freelance work between permanent positions from Jun 1994. Ran own digital design and development company for ten years from 2001. Projects spanned website design and build (including CMS and database-driven sites), interactive CD-ROMs, e-marketing, responsive email, video and motion graphics, print design, and exhibition materials.

- Managed projects end-to-end; commissioned and briefed freelance developers on larger builds
- Key clients included pharmaceutical agencies, travel companies (LateRooms.com), retail (JD Williams), co-operatives, trade unions, and educational organisations
- Built interactive training toolkit for TS4SE co-operative using Concrete5 CMS with Bootstrap and jQuery

Designer/Studio Manager | Jul 1999 - Mar 2001

Kelvin Graphics Ltd

Managed studio workflow and design output; co-ordinated freelancers; produced print and CD-ROM/web projects.

Mac Designer/Artworker | Feb 1998 - Feb 1999

Juice Advertising

Pharmaceutical print, exhibition, and early CD-ROM/web work.

Mac Operator / Illustrator | Jan 1995 - May 1997

Barcrest Limited

Detailed illustration and prepress artwork; assessed new software for studio adoption.

Mac Operator | Mar 1993 - May 1994

Iceland Frozen Foods Plc

Producing repro-ready packaging & POS artwork.

Designer/Illustrator | Aug 1990 - Mar 1993

Schreiber Furniture Ltd / MFI

Instruction leaflets, corporate identity, signage, and truck livery.

EDUCATION

Coursera Online Course | in progress

Google UX Design Certificate

West Glamorgan Institute of Higher Education | 1986 - 1990

BTEC Higher National Diploma in Design (Information Design / Technical Illustration)

BTEC National Diploma in Design (Information Design / Technical Illustration)

Cynffig Comprehensive School | 1979 - 1986

10 O-Levels, 2 A-Levels (Art, Technical Drawing)

SOFTWARE & TECHNICAL SKILLS

Adobe Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver (current); Premiere, After Effects (previous experience) · HTML / CSS / JavaScript · Bootstrap · WordPress · Concrete5 CMS · Mailchimp · G Suite · Artwork for print

INTERESTS

Walking · Cycling · Swimming · Cinema · Music · Amateur entomologist · Working class history · Brutalist architecture · Occasional adventure sports