



Megan Pilcher-King

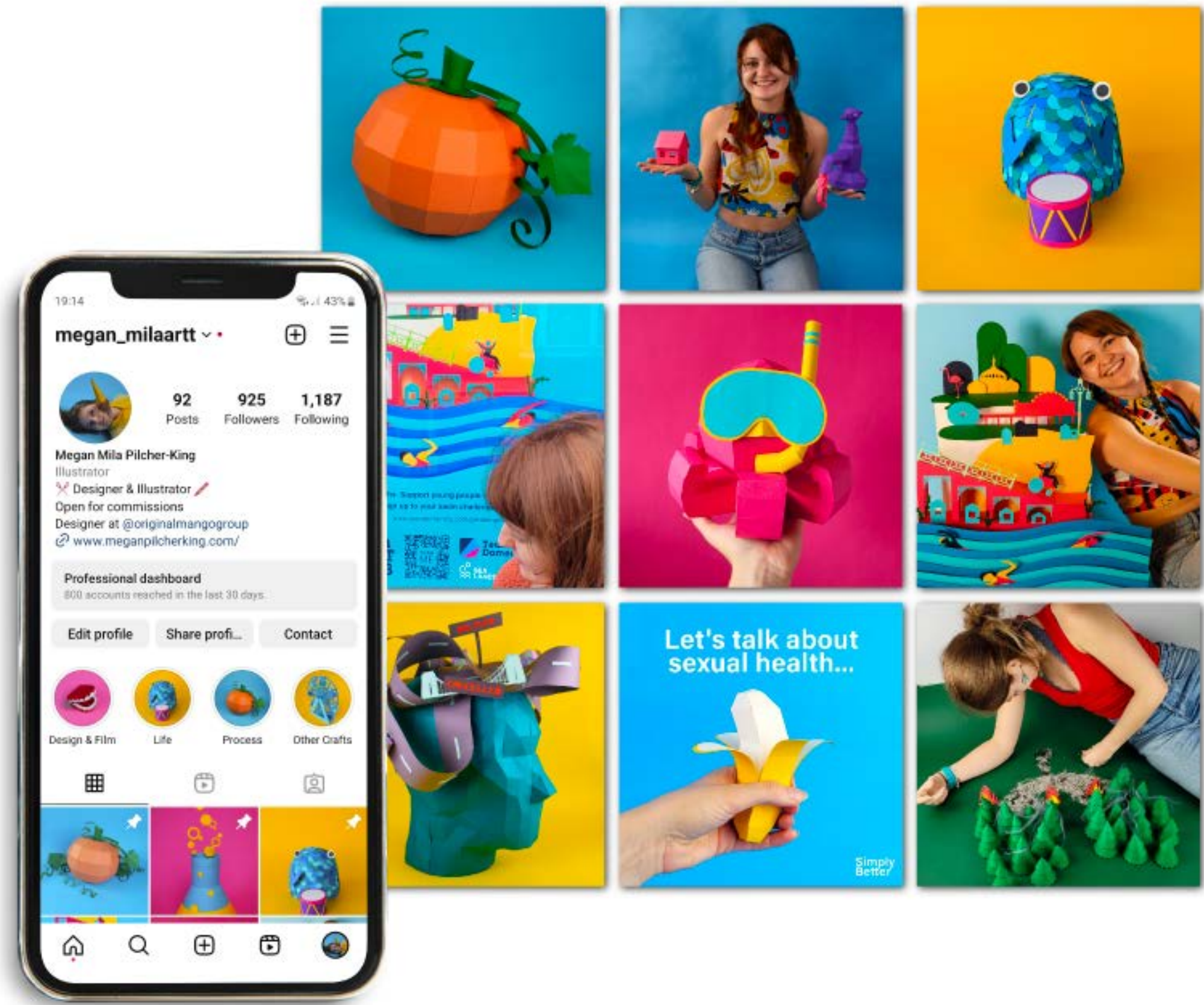
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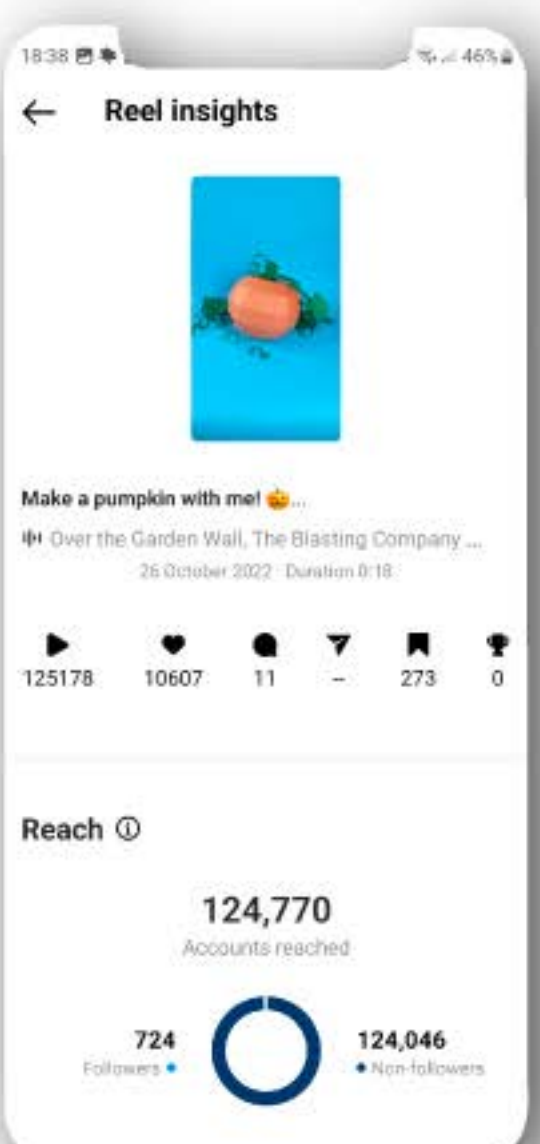
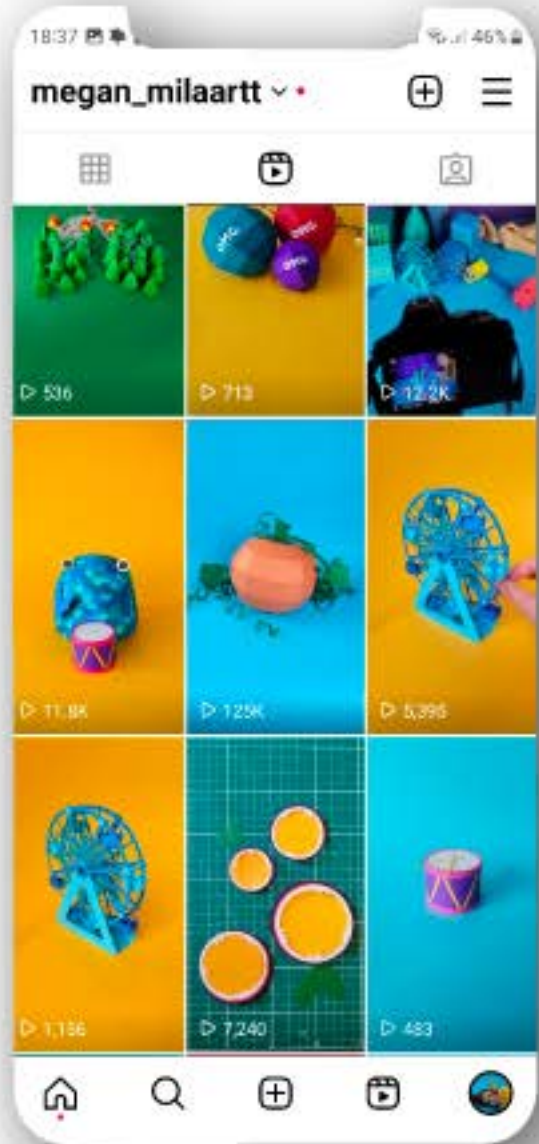
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Social Media
Illustration

Content creation including stories, posts and reels whilst maintaining a strong voice throughout all social platforms.



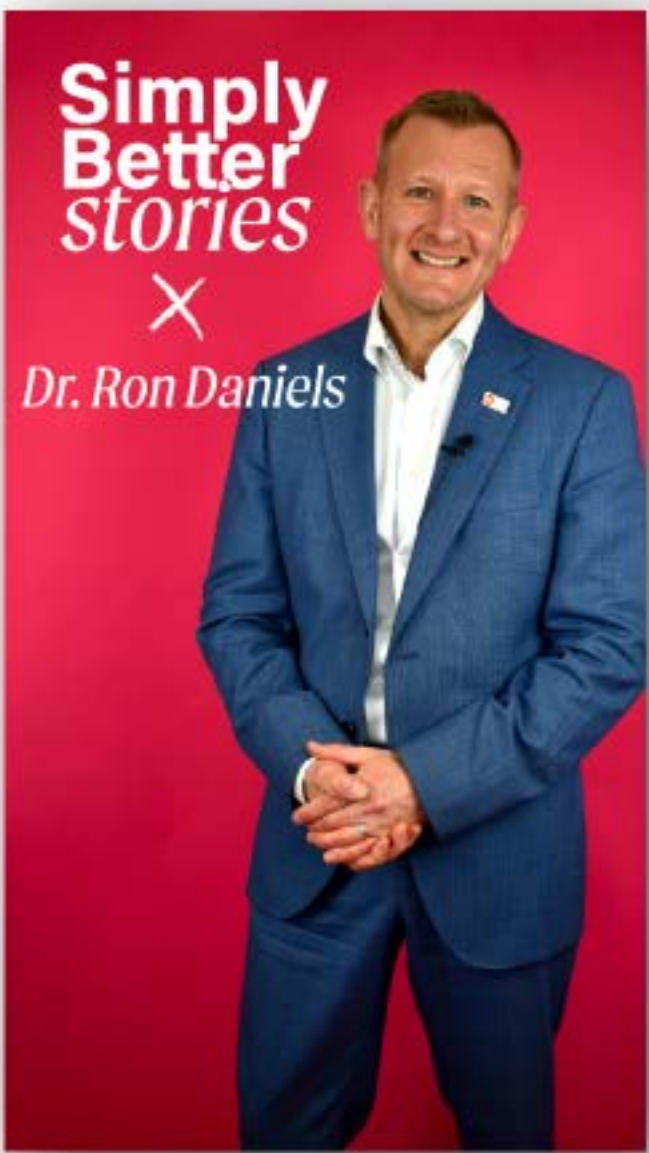
High views on all reels



Making new connections through
non-follower engagement

Community engagement
10.6k likes

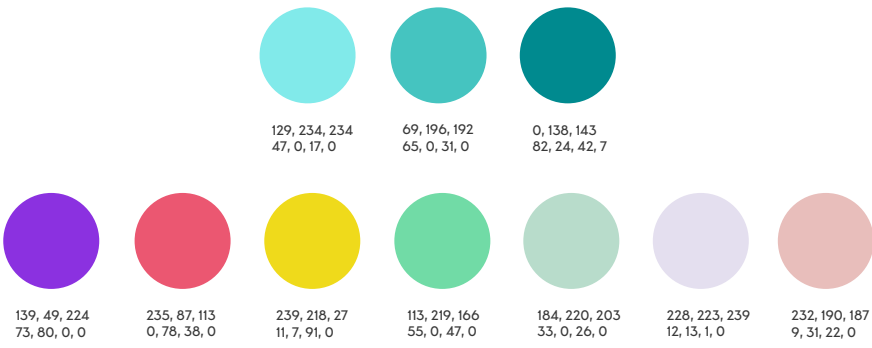
As well as reels, I also filmed and edited interviews for the SimplyBetter YouTube channel.



App design, branding, social media content creation, photography,
art direction and stop-motion animations.



Logo Colour Variations



Primary Font

Acumin Variable Concept - Bold

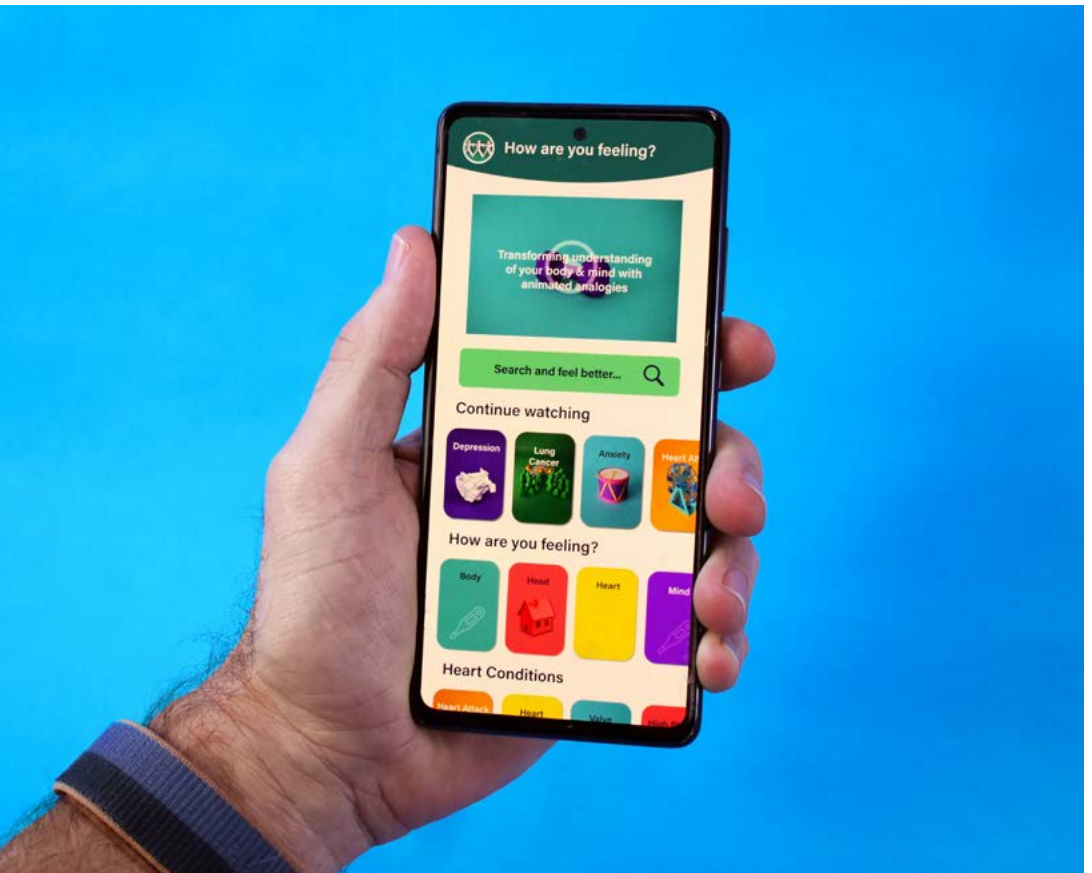
Secondary Font

Moret - Book Oblique

Brand Colours

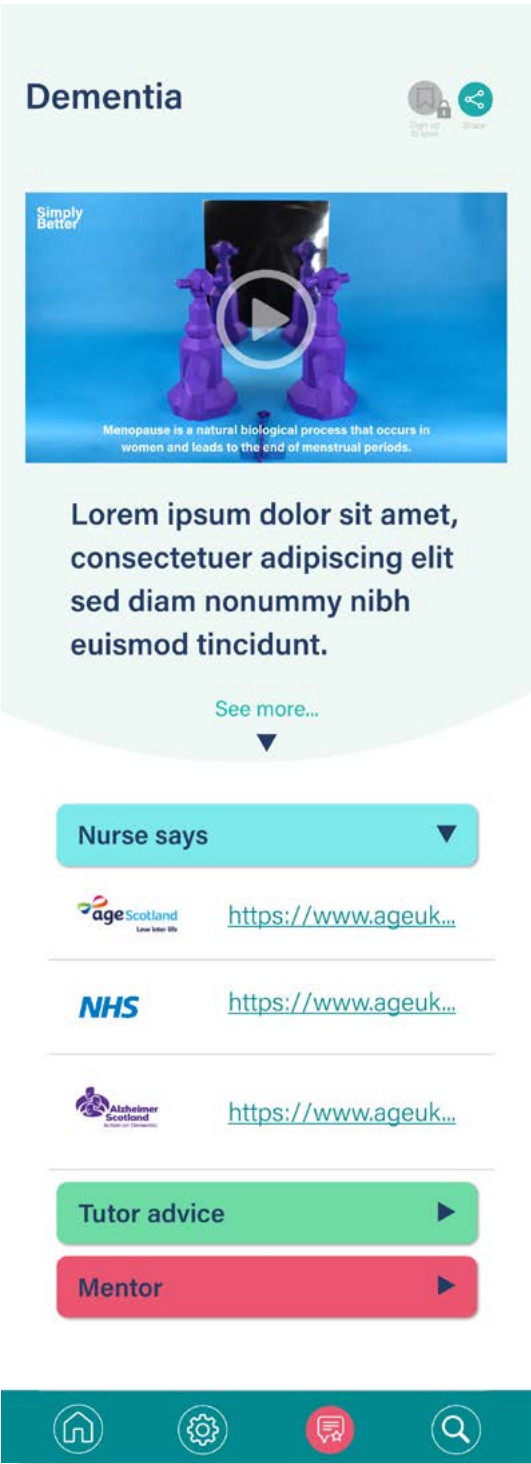
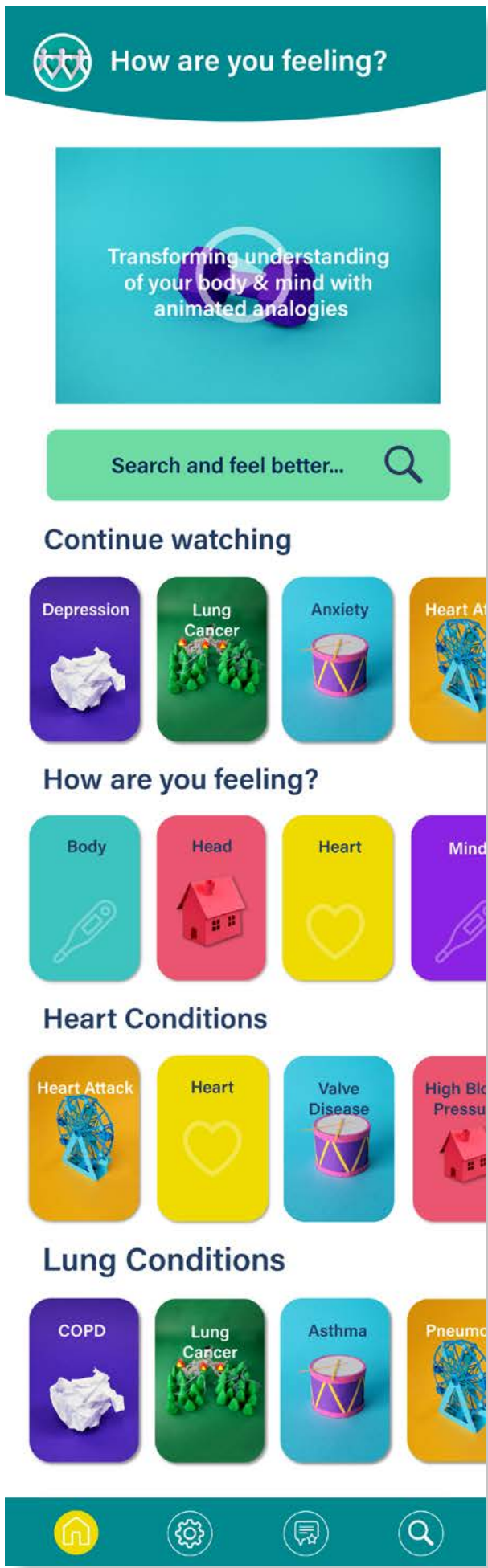


Full Logo



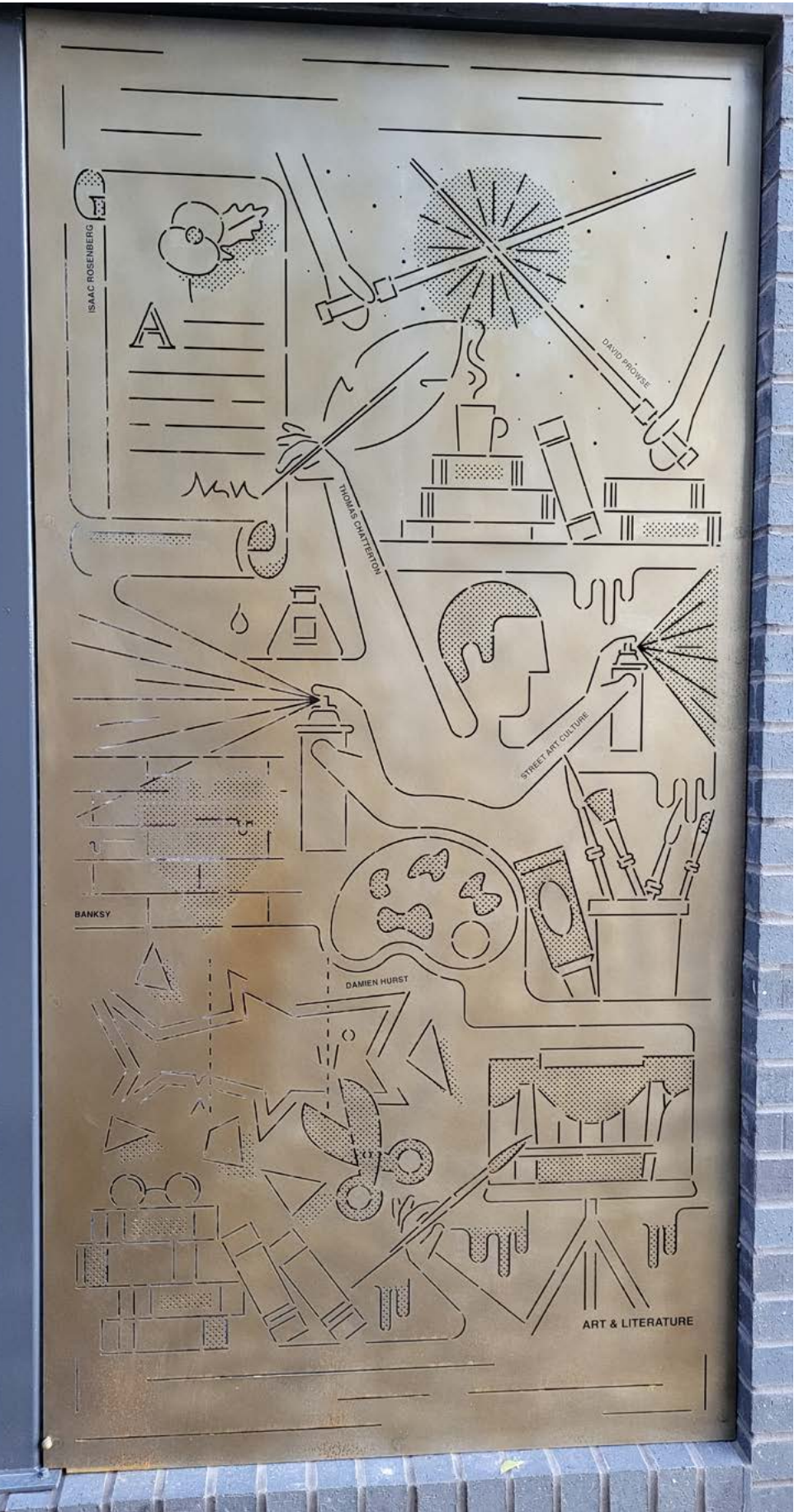
App Design

The app design ensures usability and interactivity whilst keeping in-line with the branding. The app was designed with an older generation in mind so I used larger, user-friendly buttons with a clear font.



'Conditions' page expand collapse buttons

Researched and designed twelve panels for location artwork at Hello Student Accommodation, St Mary's Bristol. Each panel is representative of a key theme within Bristol's history and culture. Created in collaboration with Chris Page.



Created branding for new domestic abuse and trauma charity, Thalia.
The fern represents new life and new beginnings. In Japan, ferns exemplify family and hope for the future. We wanted to make the branding gender neutral whilst also being approachable and soothing.

Thalia
Trauma Help & Listening in Action

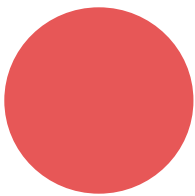


Social Media Icons

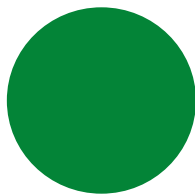


Branded Merchandise

Fields Display - Semi Bold
Primary Font



231, 87, 87
2, 77, 59, 0



3, 132, 55
86, 22, 100, 7

Brand Colours

Collateral designed and illustrated for Brighton based charity, Team Domenica.
The brief was to promote Great Lengths, an inclusive charity swimming event.
They wanted the poster to have key Brighton landmarks and to represent the inclusive nature of the event.



Poster illustrated & designed for marketing



Event 'Welcome Pack' - An A5 Tri-fold brochure



Mesh banner on Brighton seafront



Illustration used for collateral

Pizzarova
Mailout and marketing mock-up

As September approaches, students will be returning to University and settling into their new accommodation. The angle for this marketing campaign is that Pizzarova can make the students lives easier by ensuring they don't have to cook on moving day, saving them time, energy and money. The campaign would run across all social platforms, and in-house print marketing, such a flyers, would be distributed at Student Halls.


An additional promotional event would be the distribution of free pizza slices from the Rova pizza van on university campus sites. This would bring Pizzarova to the forefront of returning students minds, and introduces new students to the brand!

Aqua Restaurants
Social Media

Designed social media grid and graphics. Organised and assisted on monthly content shoots to ensure photography stays fresh and up to date with their seasonal menu changes. Quality photography is exceptionally important when portraying food as we eat with our eyes first!

PIZZAROVA

ATTENTION STUDENTS!




STUDENT DISCOUNT



Pizzarova wants to make your moving day easier, by offering you a 20% discount throughout September!

T&Cs: Valid on all takeaways.
Not valid in conjunction with any other offers.

ORDER HERE

BOOK A TABLE

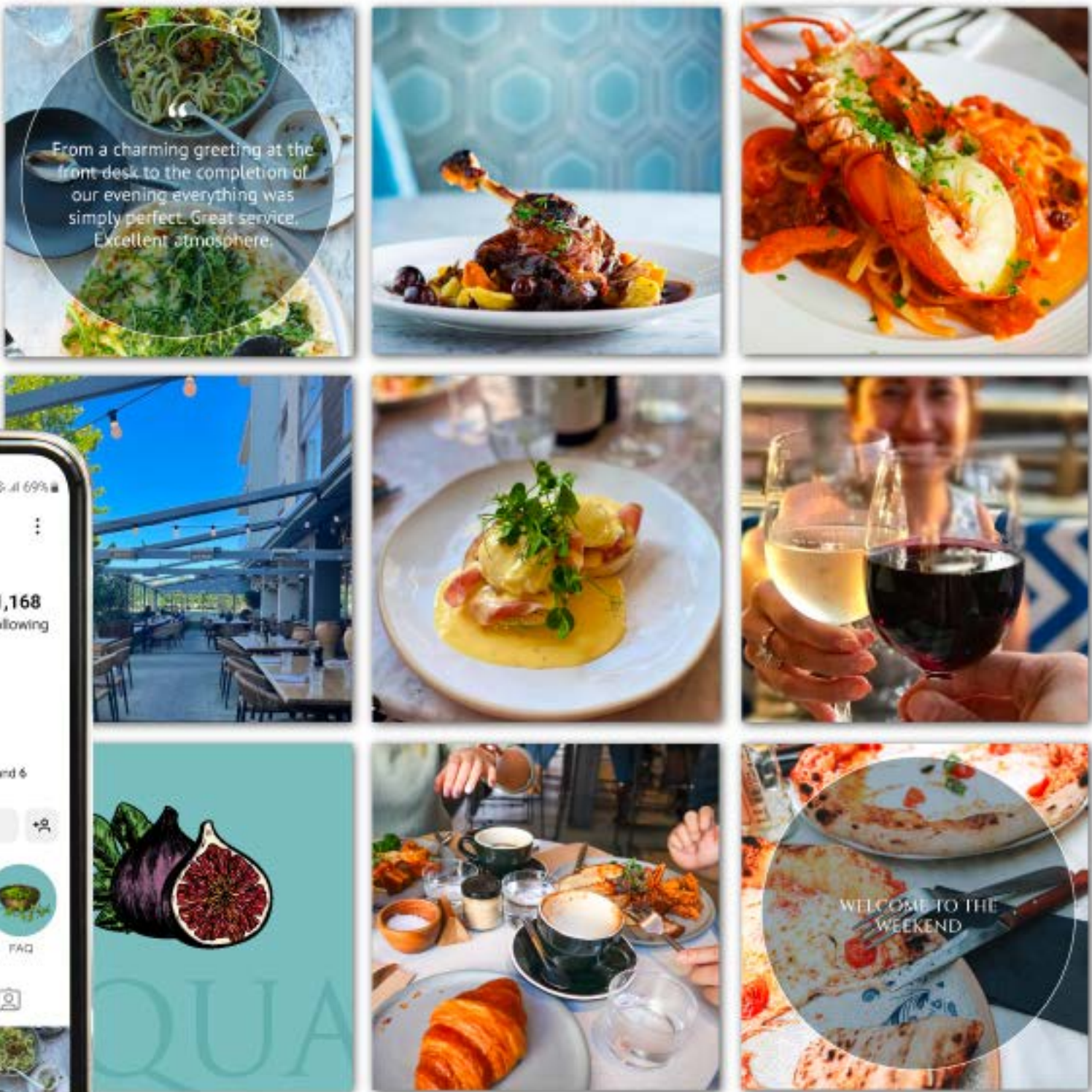




2 Park Street, Bristol BS1 5HS
0117 927 9507



FRESHERS! UNBOX MORE WITH PIZZAROVA



From a charming greeting at the front desk to the completion of our evening everything was simply perfect. Great service. Excellent atmosphere.

WELCOME TO THE WEEKEND

12:27

aqua_restaurants

AQUA

1,253 Posts 4,223 Followers 1,168 Following

Aqua Restaurants

Portishead
Welshback
Clifton @aquagrandcafe
www.aqua-restaurant.com

Followed by mark_smg_create, lgannars and 6 others

Following

Message


+9

Customers

Recipes

Events

FAQ



Home

Search

Post

Camera

Activity

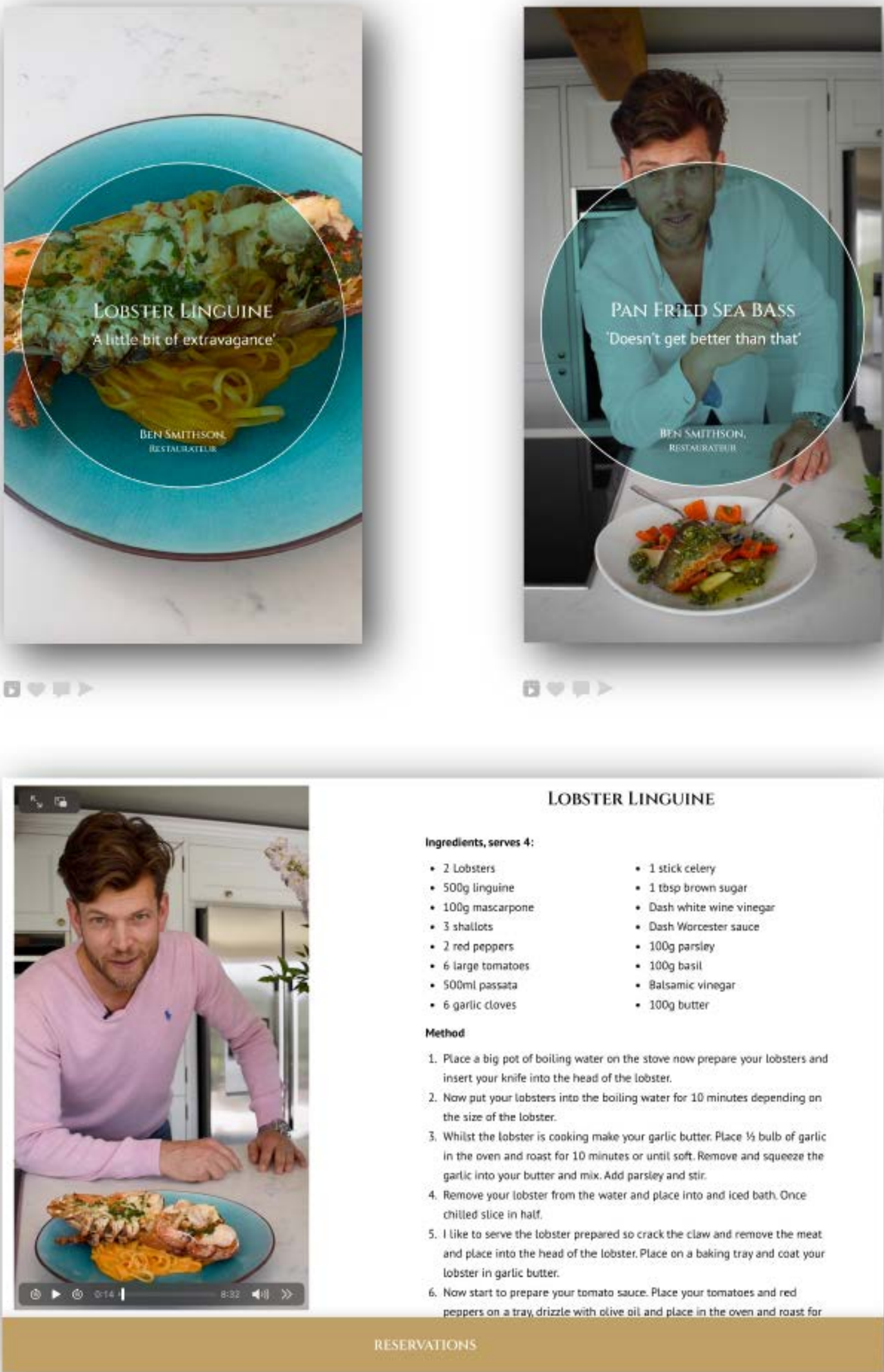
Aqua Restaurants
Social Media

Created a range of posts from carousels, static posts and reels. Content ranged from recipe reels, reviews, event reels, promotional content and food pictures.



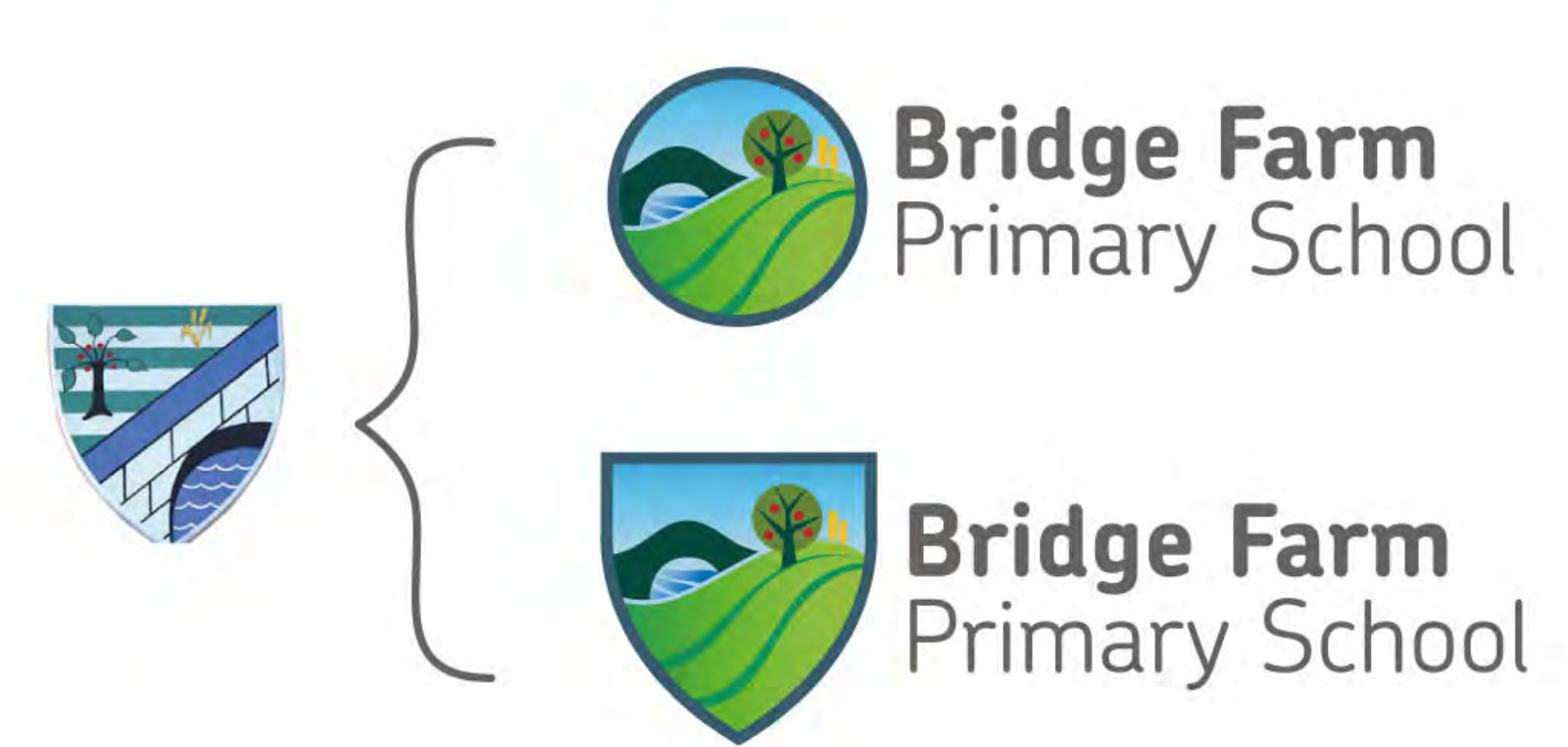
Aqua Restaurants
Social Media

Video creation used for social media and full recipe videos also used on the clients website.



Bridge Farm Primary School
Original Mango Group

Logo refresh for Bridge Farm Primary School. The client wanted to keep all the elements from the original logo but with an updated look and modern feel.



Futura
Original Mango Group

Logo animation created for internal relations to reveal a company merger.



Logo elements animated



Abbey Farm
Original Mango Group

Created print collateral for a new school launch, including newspaper adverts, flyers and parent brochures.

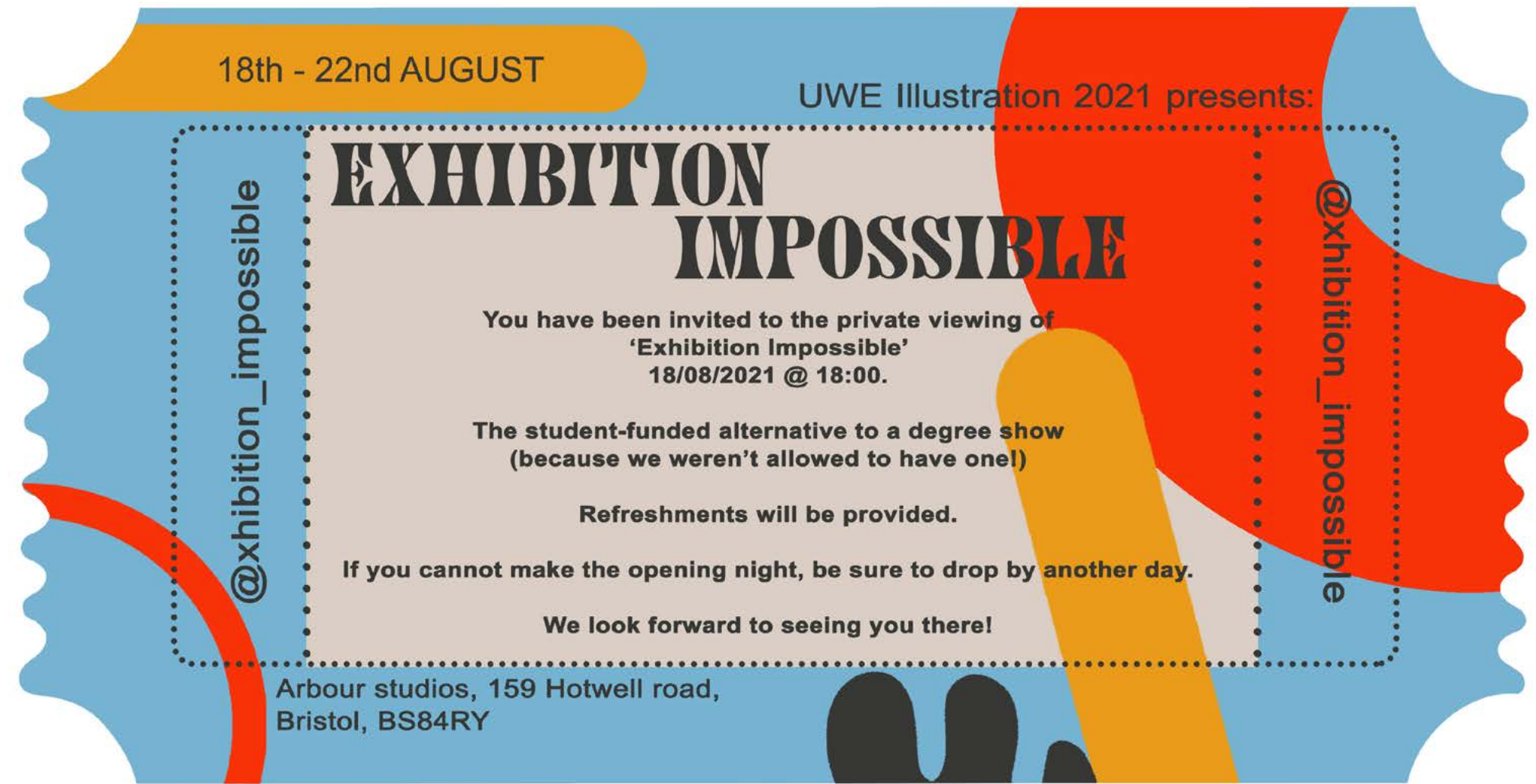


Exhibition Impossible
Self-led Project

Due to graduating in Lockdown, we were unable to have a graduate degree show. We decided to put one on ourselves in response. Myself, Holly Mathews and Lauren Mulhearn created 'Exhibition Impossible'. We designed the branding, promotional material, social media and all the marketing which included a radio appearance,



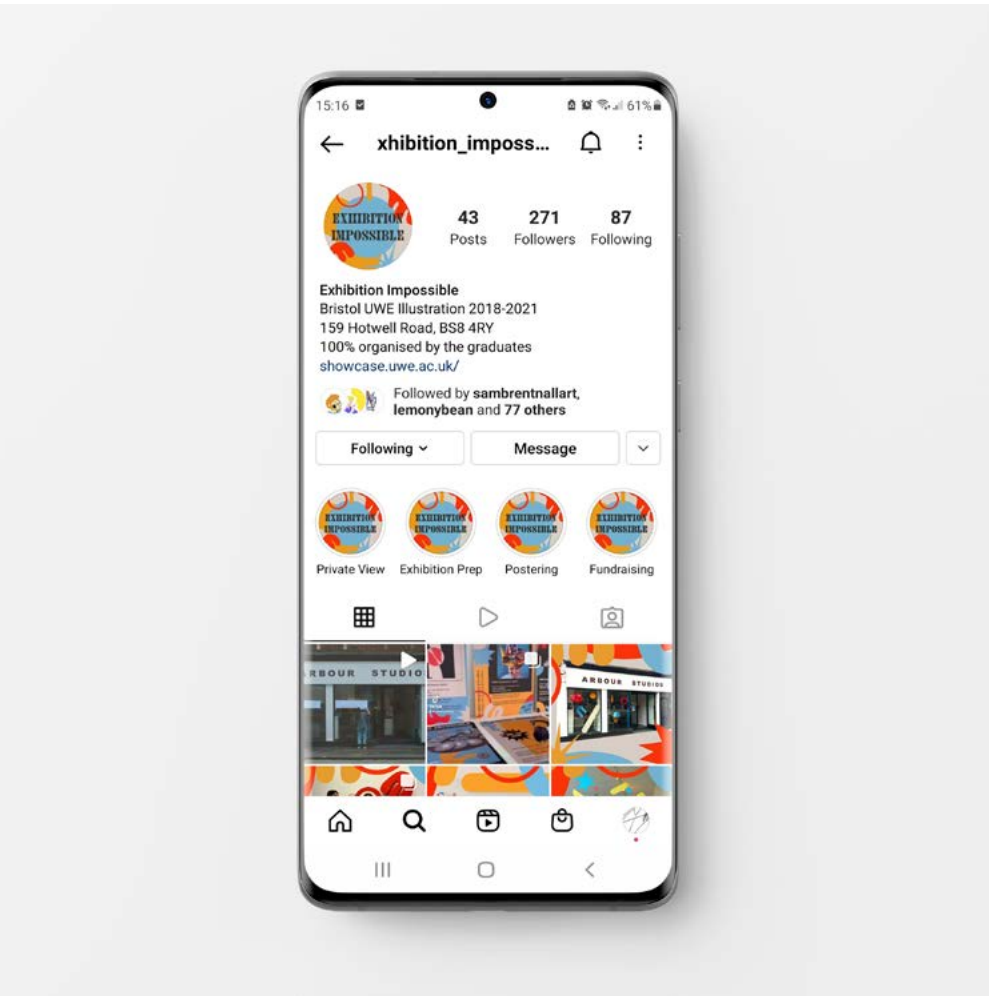
Posters created & placed in local businesses.



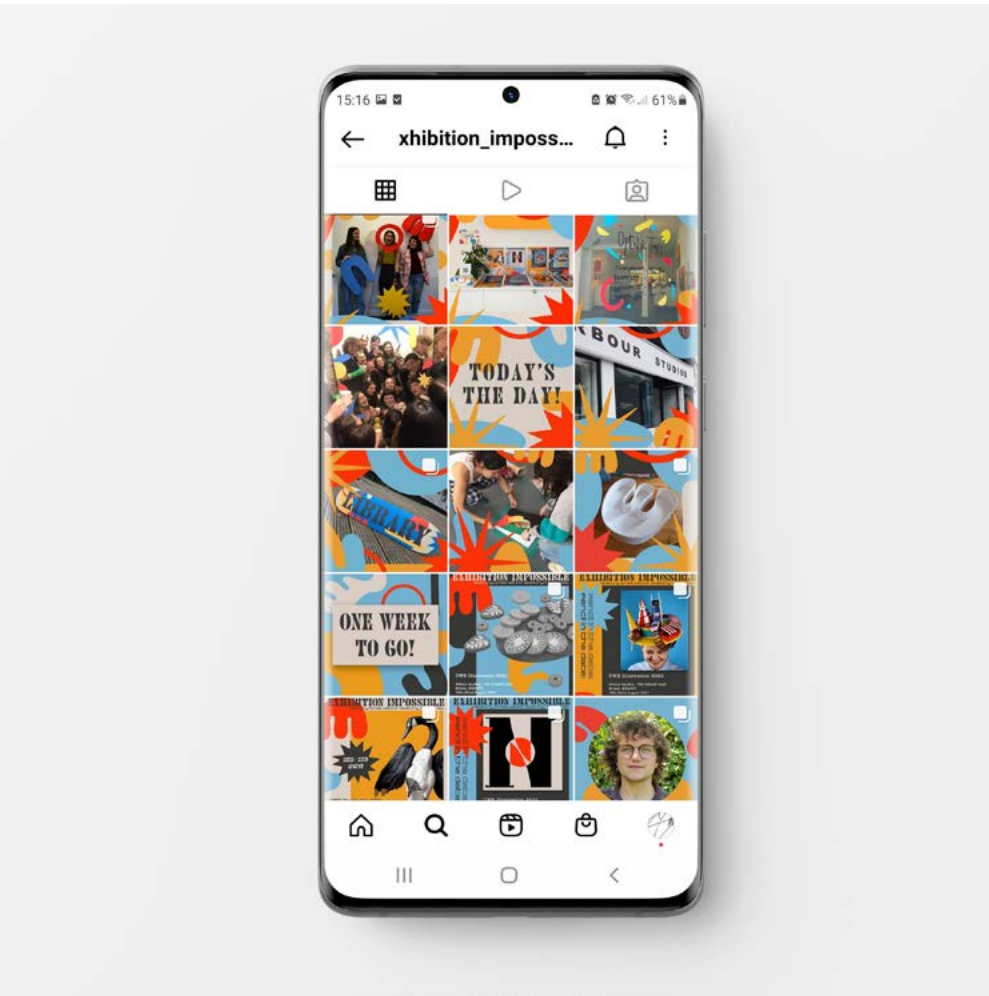
Invites were created & sent out to industry professionals.



Exhibition Space



Social media branding & promotion



Window display designed & installed by myself & Lauren Mulhearn