



Hi, I'm Julia Yeomans.

Creative brand strategist & marketing designer with 5+ years' experience shaping visual identities, multi-channel campaigns, and digital experiences for international brands and fast-moving startups. I bring a sunshine, can-do attitude and thrive on turning brand strategy into clear, measurable results.

Having worked both in-house and in agencies, including BMW and Colgate at Bates VMLY&R and a full rebrand as Brand & Marketing Manager for Dokotela in Sydney, I'm skilled at leading projects end-to-end: research, concept, execution, and performance tracking.

Equally comfortable collaborating across functions or mentoring small teams, I love building brands that feel alive across every touchpoint, from sponsorships and partnerships to digital storytelling and market launches.

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Education

KEA (Københavns Erhvervsakademi)
Bachelor in Design & Business
Brand Design (2019 – 2021)

KEA (Københavns Erhvervsakademi)
AP in Multimedia Design & Communication (2016)

Skills

Proficient in Adobe Cloud

Figma · Photoshop · Illustrator · Premiere Pro · Adobe XD · InDesign · After Effects

Channels

Web · social · email · ads · event collateral · PPT decks · motion/animation

Core Strengths

Brand identity · multi-channel campaigns · fast-turnaround design systems · creative storytelling

Languages

English - Native
Danish - Native
French - Intermediate

Let's connect on [LinkedIn!](#)

References are available upon request.

Experience

(2023 - 2024)

Brand & Marketing Manager at [Dokotela](#)

- Led a full brand overhaul for an Australian telehealth platform: new website, target group strategy, communication framework and visual identity.
- Directed multi-channel campaigns and recruitment marketing, collaborating with external UX and campaign agencies.
- Implemented measurable KPIs for brand awareness and growth, improving patient acquisition and psychiatrist recruitment.
- Operated fully remote across time zones, proving ability to deliver in international, fast-paced environments.

(2022 - 2023)

Brand Designer at creative agency [Bates VMLY&R](#)

- Designed digital campaigns and SoMe content for global brands including **BMW** and **Colgate**.
- Produced ads, web assets and motion graphics ensuring brand consistency and measurable impact.

(2021 - 2022)

Brand Research Consultant for [KEA](#)

3 month contract researching and implementing a brand strategy campaign that created awareness for companies.

(2021 - 2022)

Freelance Designer & Brand Consultant

- Created websites and visual identities for clients including award winning BBC Wildlife producer [Paul D. Stewart](#).
- Delivered social campaigns, packaging and brand storytelling for lifestyle and cultural projects for clients including [Wilgart ApS](#)

(2019 - 2021)

Digital Designer at [Queue-it](#)

Developed graphic content, illustration and video for a high-growth SaaS platform.