PORTFOLIO*

Ello!

Steph Lumby

Marketing, Branding, Consulting

*ON THE MENU

CRAFT SOCIAL YORKSHIRE

WITHOUT WALLS

XTRAX

UNORTHODOX CAREER CLUB

TEMPERANCE WHISKEY

CRAFT SOCIAL YORKSHIRE



DELIVERABLES

- CONTENT CREATION
- SOCIAL MEDIA MANAGEMENT
- STRENGTHEN ONLINE BRAND

Brief: Leeds based craft business needed social setup and brand consistency.

What I did:

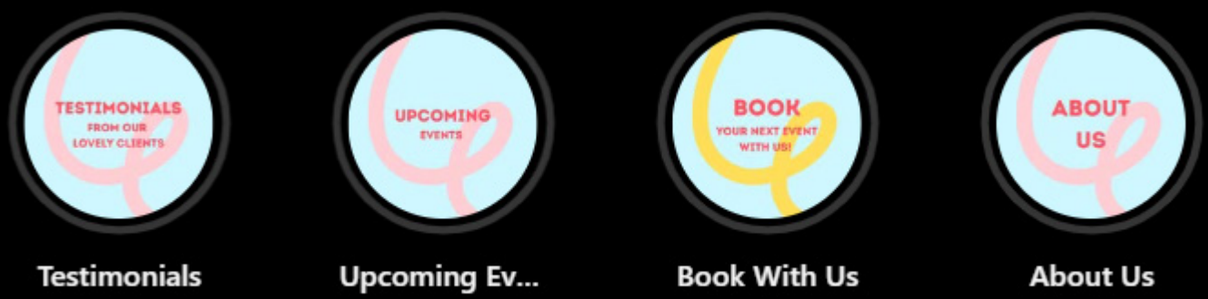
Pulled their stamp-style branding into socials.

Put Becky + Sophie (founders) front and centre.

Refreshed bio + Insta highlights + TripAdvisor.

Impact: A clear, cohesive digital presence that felt personal and professional.

Craft Social
📍 Yorkshire | 🎨 All ages & abilities | 👩‍🎨 Pro artist-run | ✨ Bespoke workshops & kits | 🍷 Sip & Craft nights
🥳 Kids & adult parties | 🏢 Corporate events
🔗 **linktr.ee/craftsocialyorkshire**









WITHOUT WALLS

DELIVERABLES





CONTENT CREATION

SOCIAL MEDIA MANAGEMENT

WEBSITE MANAGEMENT

Brief: National outdoor arts network needed marketing + comms support.

What I did:

Full social media management + campaign creation.

Website pages: layout, copywriting + editing.

Developed fresh content ideas for audience growth.

Impact: Boosted visibility of artists + projects across England.



WITHOUT WALLS TALKS BLOG POST - CHANGING THE NARRATIVE

CHANGING THE NARRATIVE INSTAGRAM REELS ACCOMPANIMENT

ARTIST SPOTLIGHT CAMPAIGN VIDEO 1

ARTIST SPOTLIGHT CAMPAIGN VIDEO 2



Click the links to view the work.

XTRAX

DELIVERABLES

DESIGN

WEBSITE

CONSULTANCY

Brief: Comms + design support for outdoor arts consultancy.

What I did:

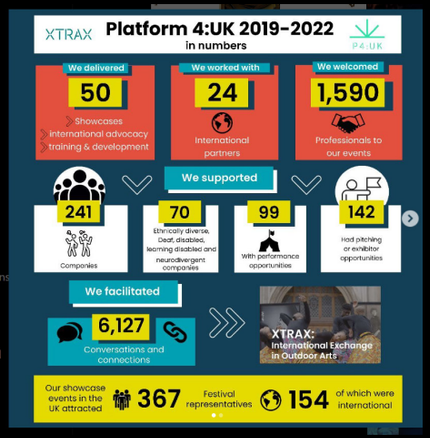
Designed infographic + adapted it into a social campaign.

Created + edited web pages.

Offered strategic marketing support.

Impact: Complex info became accessible + shareable, strengthening project reach.







Another clicky link!

PROFESSIONAL NETWORKING BLOG POST

UNORTHODOX CAREER CLUB

DELIVERABLES

- LOGO DESIGN
- CONTENT CREATION
- STRATEGY

Brief: Self-initiated project supporting women exploring alt-careers.

What I did:

Designed logo + social templates.

Grew a community through IG Reels + content.

Supported individuals with job apps, design + confidence.

Featured in a University of Leeds lecture on digital portfolios.

Impact: Created a playful, empowering space for women to rethink work.

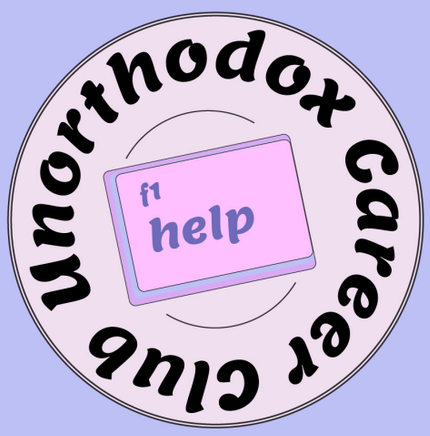
I kept the same brand colours across the grid and similar imagery/post style



Provocotaive headline to invite discussion



Instructing the reader to continue











TEMPERANCE WHISKEY

DELIVERABLES



- LOGO
- MOCKUPS
- BRAND IDENTITY

Brief: A whiskey brand for women.

What I did:

Full brand concept: name, identity, packaging, cocktail book artwork.

Inspired by Temperance movement (flipping its meaning), and reclaiming spaces and drinks for women.

Impact: A provocative, ironic brand concept ahead of its time (2018) – now echoed in campaigns by big names like Johnnie Walker and Sabrina Carpenter.



