



Creative Experience

From August 2014 - Now
Graduate Marketing Assistant
Coopers Fire, Havant

Assisting within the marketing department by working closely along side the Marketing Manager and utilising graphic design skills within a range of digital and print media to help support the business.

- Creation of graphics for exhibition stands and preparation of marketing materials at major industry related events and construction shows in Europe and the Middle East
- Creation of HTML marketing emails through Email Newsletter marketing campaigns and monitoring the results via Link Tracking and Google Analytics for the future strategies
- Update and maintain Drupal website with new content along with working awareness of the meta data and keywords through good SEO practices to increase website traffic
- Imply Google URL builder and Google Analytics into digital work
- Use of CRM system integrated with the website to record subscriber information for email marketing campaigns and use contact segmentation for marketing campaigns
- Manage the creation of all online and print-based marketing tools, stationary and PowerPoint CPD presentations delivered worldwide
- Design and update product brochures and technical data sheets within the current brand using Adobe Suite
- Update social media accounts online for Twitter, LinkedIn, Vimeo and YouTube and use of these channels to share content rich images, text and videos to grow brand recognition
- Film and edit videos to illustrate variety of products and how they are used in different applications
- Photoshoots and image manipulation to create unique images for marketing purposes for use on digital platforms and printed materials
- Project Management and co-ordination of issues and job requests using Basecamp Project Management Software
- Create artwork for online advertising campaigns and magazine ads
- Design and update branded digital signage for the office reception screen using Cloud-Based Digital Signage Software
- Design interactive versions of fill-in forms used at on-site surveys and set up interactive versions of the brochures with links as needed
- Create templates for the customer's forms on SimPro
- Making sure the design, functionality and usability of any work produced within the business meets the brand guidance and the project is approved with other departments within the business
- Study of UX and UI to simplify customer journey across the website

Personal Statement

A talented, driven and flexible first class honours degree graduate Graphic Designer with a proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective and delivered to agreed standards and within set timescales. Two years having been involved in the digital and print environment as a Graduate Marketing Assistant for a market-leading industry in fire protection within the architectural sector. Possessing a very strong background into responsive design and visual communication skills. Now looking for a suitable graphic or creative designer position with a ambitious and high profile company.

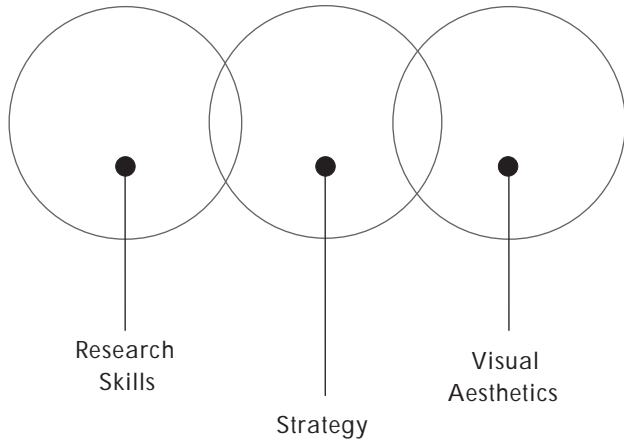
Education

- From 2011 to 2014
BA Hons Graphic Design
University of Portsmouth, UK
- From 2010 to 2011
Access to Higher Education
Art, Design and Photography
University of Portsmouth, UK
- From 2008 to 2010
National Diploma Media
Production (Print-Based)
Boston College, UK

Technical Skills

Adobe InDesign	● ● ● ● ● ● ● ● ○
Adobe Photoshop	● ● ● ● ● ● ● ● ●
Adobe Illustrator	● ● ● ● ● ● ● ○ ○
Adobe Flash	● ● ● ● ○ ○ ○ ○
Adobe Dreamweaver	● ● ● ● ○ ○ ○ ○
Final Cut Pro	● ● ● ● ● ● ○ ○
Adobe Premier Pro	● ● ● ● ● ● ○ ○
Microsoft Office	● ● ● ● ● ● ● ○
Word Processing	● ● ● ● ● ● ● ○
Windows	● ● ● ● ● ● ● ●
Apple Mac IOS	● ● ● ● ● ● ● ●
Silk Screen	● ● ● ● ● ○ ○ ○
Laser Cutting	● ● ● ● ● ○ ○ ○
Letterpress	● ● ● ● ● ● ○ ○
Bookbinding	● ● ● ● ● ● ● ●

My Specialities



About Personal Projects

Pharmaceutic Pictogram Design Information Design, User Experience, Shortlisted for the Design Council Future Pioneer awards at New Designers, 2014
 Station Brand Identity for a Design Studio Company
 Clean Our Cloud Infographic, Ethical Design
 A Blind Sense of Place Sensory Architecture, Wayfinding, issues of navigation without the vision
 Equality in the Workplace Newspaper Design, Competition brief for ISTD 2014: Protest!
 Self-Promotion Personal Branding Identity, includes website, portfolio and promotional materials.
 Modernism: Cultural Movement Logo and Title Sequence to visualise the Movement
 Design Against Fur Logo and T-shirt Design
 Interactive Infographic Data Interpretation and Display of Information. See more on Web.

Design Knowledge

Grid & Layout Typography Image Editing Photography Usability / User Experience Visual Communication

Recognitions

Shortlisted for the Design Council Future Pioneer awards at New Designers
 (see more on: <http://portsmouthgraphicdesign.tumblr.com>)



Personal Skills

Organisation	●●●●●●●●●●	Print Design	●●●●●●●●●●
Creativity	●●●●●●●●●●	Digital & Web	●●●●●●●●●●
Communication	●●●●●●●●●●	Interactive Design	●●●●●●●●○○
Teamwork	●●●●●●●●●●	Branding & Identity	●●●●●●●●○
Research Skills	●●●●●●●●●●	Information Design	●●●●●●●●●●

Hobbies & Interests



References

Available on request