Daniel Birkett

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Personnel Checks - Digital Designer & Marketing Executive (September 2018 - April 2019)

Responsibilities

- Create wireframes
- Create forms using Dotdigital
- Create email marketing campaigns
- Create email marketing funnels and user journeys
- Create dynamic emails for the operations team using HTML & inline CSS
- Create responsive sales forms using Acrobat Pro and Javascript
- Create logic processes using Microsoft Flow
- Maintain Personnel Checks Umbraco ecommerce website
- Create SEO friendly content for their website
- Develop marketing strategies
- Manage and develop the brand identity of Personnel Checks
- Create brand identites for subsidery companies
- Create video marketing material using Adobe AfterEffects
- Design print collateral for trade shows

Achievements

- I developed an automated system for onboarding new clients. The system uses Microsoft flow to save form submissions within a .csv file, whilst simultaneously updating a Microsoft Planner with the necessary tasks and notifiying the assigned staff member through email, a report is autonomously filled out when tasks are complete and notifies the head of operations with the current status.
- I developed the branding for Taxiplus, a subsideray company of Personnel Checks.
- I developed a revised process to Personnel Checks email marketing strategy automating a lot of the emails through the use of email funnels.

Freelance Digital Designer (February 2016 - Present)

Responsibilities

- Create wireframes.
- Create websites using HTML, CSS & Javascript.
- Create and maintain websites using CMS such as Wordpress.
- Create branding and identity for businesses.
- Advise clients on design and marketing strategy.

Achievements

- I created the branding and identity for UKBikers; a motorcycle lifestyle brand, who have since gained over 60,000 followers.
- I created Miller's Recovery exhibition stand, brochures, and motion design for the Birmingham Commercial Vehicle Show.

- I created illustrations for an upcoming children's literacy book series for HeadStart Primary.

Lancashire Fire & Rescue - Retained Firefighter (January 2018 - September 2018)

Responsibilities

- Respond to emergencies such as fires and road accidents.
- Work with police, ambulance service personnel and all members of the community.
- Educate the public to promote fire safety by giving talks in schools and to local organisations.

Achievements

- I helped contain the fires on Winter Hill and Saddleworth moor during the summer of 2018.

Market Index - Digital Designer (March 2015 – March 2017)

Responsibilities

- Handle the front end of Market Index's Joomla e-commerce website.
- Maintain Millers of Longton's joomla website.
- Create responsive email campaigns using HTML and inline CSS.
- Create point of sale advertising & training materials for McDonald's.
- Create advertising material for Ronald McDonald House Charity.

Achievements

- I assisted in the creation of a national print campaign; The high street action plan.
- I produced training material which can be found in over 500 McDonald's throughout the UK.

CSM Sheet Metal - Material Coordinator (June 2014 – March 2015)
Real Nutrition Co - Warehouse Operative (2010 - 2014)
The Pines Hotel - Bar Staff (2009 - 2010)
Spar - Till Assistant (2007 - 2009)
Hayes & Sons | Landscape Assistant (2003 – 2007)

Software proficiencies

Photoshop(Expert) | Illustrator(Expert) | InDesign(Expert) | After Effects(Advanced) | Premier Pro(Advanced) | Adobe XD(Advanced) | Sketch(Basic) | Microsoft 365(Advanced) | Excel(Advanced)

Web technologies

HTML (Intermediate) | CSS (Intermediate) | JavaScript (Intermediate) | Node.js(Basic) | Netlify(Basic) .git (Basic) | Wordpress(Basic) | Umbraco (Basic) | Joomla(Basic) | Dotdigital(Advanced) | Mailchimp(Advanced)

Leeds Metropolitan University 2010 - 2014 | 2.1 Graphic Art & Design BA(Hons)
Runshaw Exton Lane 2009 - 2010 | BTEC Merit - Foundation Diploma Art & Design
Runshaw College 2007 - 2009 | A Level: Graphic Design(B) Psychology(C) Computing(C)
All Hallows Catholic High School 2002 - 2007 | GCSE: 11 A* - C