

20 Prestney Burn Road, Auchterarder PH3 1QW

07544 707920

debbie.anne.deak@gmail.com

 [linkedin.com/in/debbiedeak](https://www.linkedin.com/in/debbiedeak)

**CLICK HERE
to view my portfolio**

Personal Statement

I am an experienced graphic designer and marketing professional who is passionate about delivering quality campaigns, projects & events.

I am quick to create ideas, concepts and develop creative solutions to problems. I am able to work on my own initiative and demonstrate the high level of motivation required to meet the tightest of deadlines. I am motivated to further my skills, and take regular courses to advance my knowledge.

Skills

Marketing Skills

Social media marketing, email marketing, CMS project management, event planning, campaign management, SEO, Paid Search, Google Ads & Google Analytics.

Design Skills

Information graphics, brand & identity, typography, print & digital design, concept creation, mobile application design, UI design, wireframing & video editing.

Computer skills

Knowledge in Adobe Creative Suite including: InDesign, Illustrator, Photoshop, Premiere Pro. Microsoft Office packages including: Word, Excel, and Powerpoint. CMS systems including: Joomla, Activatedition, & Wordpress. Email Systems: Mailchimp, & Active Campaign. Google Analytics.

Communication skills

Friendly manner, confidence, ability to deal with people, situations, and problem solve.

Education

2021- 2022

Postgraduate Diploma in Digital Marketing
Digital Marketing Institute

2019

Professional Diploma in Digital Marketing
Digital Marketing Institute

2009 - 2011

HND Visual Communications
University of The Highlands And Islands, Perth UK

2003 - 2007

BA Fine Arts - Illustration
Montclair State University, NJ, USA

Debbie Deak

Marketing | Graphic Designer

Experience

Marketing Co-ordinator

Synaptec, Glasgow, UK

August 2023- Present

In my current role at Synaptec I currently managing marketing campaigns, projects, and events independently. Focused on enhancing Synaptec's brand presence and generating leads.

Key Responsibilities:

- Created and managed marketing campaigns
- Planned and executed events and webinars
- Developed social media/email marketing strategies
- Managed website projects
- Utilized Google Analytics for performance tracking

Marketing Co-ordinator (1 year contract)

Live Active Leisure, Perth, UK

August 2022- Present

Promoted fitness and wellbeing to the community through quality campaigns and projects for Live Active Leisure.

Key Responsibilities:

- creating visuals & copy for marketing campaigns including print & digital,
- mobile application design,
- UI & UX design
- video creation & editing
- website wireframing
- Google Analytics
- CMS system management (for Live Active's website & app)
- campaign management
- budget management

Parental Leave

September 2020- August 2022

During this career break I started a postgraduate course with Digital Marketing Institute (which I have completed and passed with a Merit). This course increased my knowledge in marketing research, creating a marketing plan, social media & campaign management. This included skills in SEO, Paid Advertising, Google Ads, & Google Analytics.

Marketing Campaign Manager (1 year contract)

Origo, Edinburgh, UK

August 2019-August 2020

While working at Origo I focused on delivering quality campaigns, projects and events. My main goal was to further Origo's reach as a consistent and strong brand in the financial service industry.

Key Responsibilities:

- event management
- social media management
- website project management.
- Campaign Management
- creating video, adverts, and designs to be implemented on the website, social media, campaigns, events & other projects.

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Interests

I have been a yoga instructor for the past 15 years, and am passionate about yoga and pilates and fitness. I have been an avid horserider for the past 25 years. Also I love the creative arts, and travel.

Debbie Deak

Marketing | Graphic Designer

Design Executive (*contract*)

Nettl of Glasgow, Glasgow, UK

May 2019 – August 2019

Exceptional customer service, design & computer skills, extremely adaptable to new situations and learns new skills quickly.

Skilled in communicating with clients over the phone, via email, and in person.

Projects include business branding, brochures, programmes, and exhibition stands.

Experience (*Continued*)

Freelance Graphic Designer

Stirling, UK

May 2018 – August 2019

Graphic Designer/Artworker (*contract*)

Harvey Nash, Edinburgh, UK

18 March 2019 - 18 April 2019 (5 week contract)

Heriot-Watt University, Edinburgh, UK

18 October 2018 – 30 November 2018 (6 week contract)

Design Executive

Printing.com/Nettl of Edinburgh, Edinburgh, UK

Jan 2016 – May 2018

Pre-Press Operator/Designer

Tradeprint, Dundee, UK

Nov 2013 – Jan 2016

Freelance Graphic Designer

Auchterarder UK

July 2013 – Nov 2013

Graphic Designer/Digital Print Operative (*contract*)

Minuteman Press, Dunfermline UK

Nov 2011 – Aug 2012

Graphic Designer (*work placement*)

Printing.com, Dundee UK

Sept 2011 – Nov 2011

Student Intern

**Scottish Institute for Enterprise & Centre for Enterprise,
University of the Highlands and Islands, Perth, UK**

Aug 2010 – May 2011

Deborah Deak

Marketing | Graphic Designer

Portfolio

Objective:

To gain qualified leads for Synaptec's Cable Condition Monitoring sensors for both underground cables as well as subsea cables, and increase traffic to these pages on our website.

My Role:

LinkedIn ads

- *Single image lead generation & brand awareness ads*

Webinar

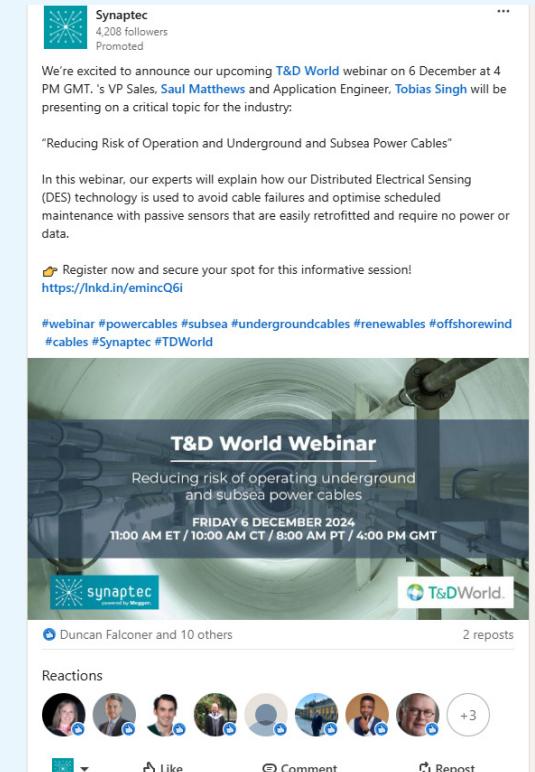
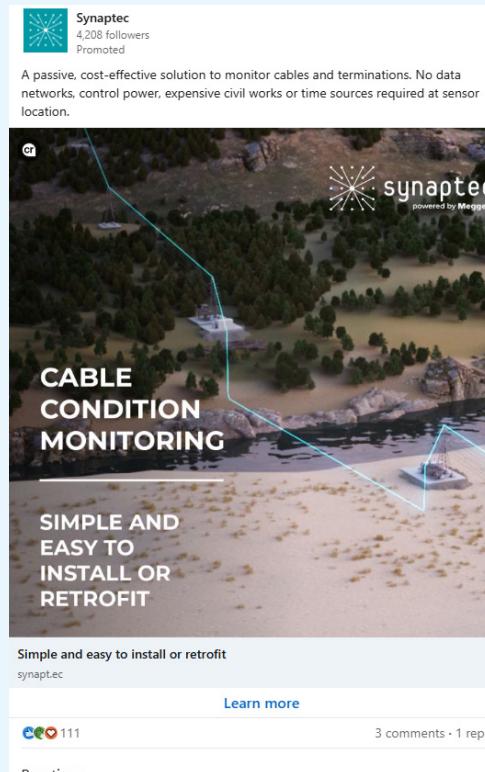
- *Organise and plan webinar with T&D World and speakers in the engineering and sales team*

Email marketing

- *Marketing and promote our campaign with targeted email shots.*

Website

- *Update website with information to promote cable condition monitoring*



Link to webinar

[CLICK HERE](#)

Synaptec

Cable Condition Monitoring Campaign

Objective:

This campaign objective is to gain advertising and sponsorship partners from local businesses in the Perth & Kinross area.

My Role:

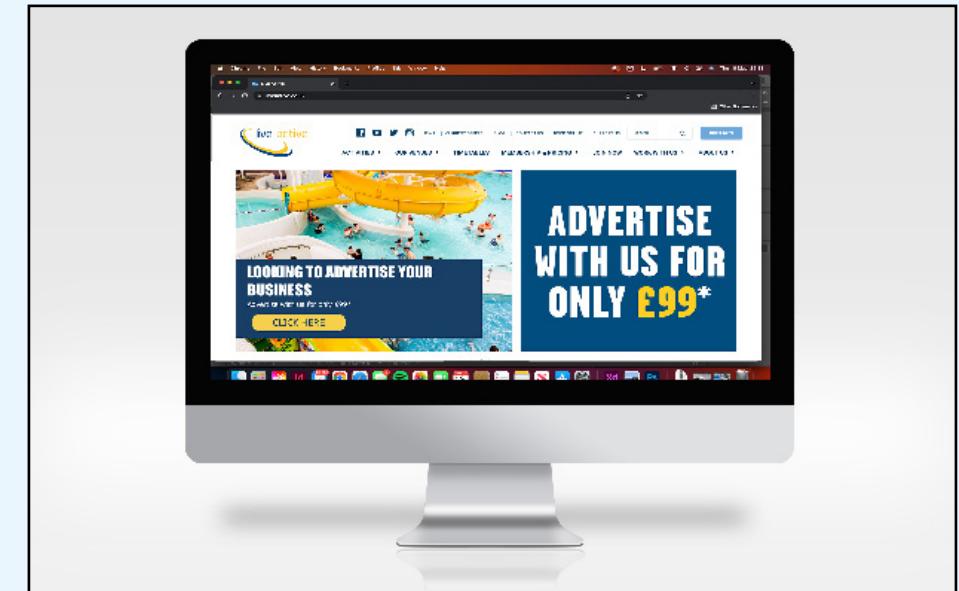
My role in this campaign was to create:

- Live Active's Advertising Brochure: *infographics with company statistics*
- Live Active's Website: *Visual Banners, and Advertising & Sponsorship page on the website with a link to the Advertising Brochure.*
- Print: *Posters, PVC Banners, Pop Up Banners*
- Live Active App: *article & push notifications*

Live Active Leisure Corporate Advertising Campaign



The brochure is a multi-panel document. The top left panel features the text "LOOKING TO ADVERTISE YOUR BUSINESS?" in large, bold, white and yellow letters. Below this is a photograph of a swimming pool with several yellow water slides. The middle right panel contains the text "We have advertising packages from £99* for a full year!" in white, with "Sponsorship opportunities also available" below it. A small note at the bottom right states "* Introductory offer". The top right panel shows a conference room with a view of a city skyline. The bottom right panel shows a person's legs and feet near a soccer ball on a court. The "live active" logo is in the top right corner.



[Click Here to Visit the Webpage](#)

Live Active Leisure **CORPORATE PARTNERSHIP OPPORTUNITIES**



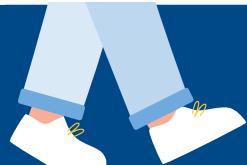
Live Active Leisure
Corporate Advertising Brochure

FACTS & FIGURES

Live Active Leisure is Perthshire's largest and longest serving leisure and fitness provider.

In 2022-23 over 1 million customers were working out, introducing their children to sport, taking part in events, learning a new skill, meeting friends and family and embracing physical activity.

2 Corporate Partnership Opportunities



ANNUAL FOOTFALL *

Bell's Sport Centre

259,948

Dewars Centre

42,594

Perth Leisure Pool

361,434

Large cross section of the local population covering multiple demographics at each venue. (More information on demographics can be provided upon request.)

National and international events held at Dewars Centre and Bell's Sports Centre.

Visitors from throughout Scotland and beyond at Perth Leisure Pool.

*Average usage over a calendar year.

WHAT CAN WE OFFER YOU?



4 Corporate Partnership Opportunities

MARKETING STATISTICS

DIGITAL ADVERTISING
showing on our screens
on average more than
200 TIMES PER DAY



INSTAGRAM & TWITTER

4404 FOLLOWERS



All stats are within a 30 day period

NEWSLETTER MAILING LIST



EMAIL REACH 9,000

within Perth & Kinross

TOTAL FACEBOOK FOLLOWING

31484 FOLLOWERS

295,067 REACH



68,464 WEBSITE VISITS



Bronze Package

£140



Included in the Bronze Package:

- One A4 Poster located in the venue of your choice
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Inclusion in the Live Active Rewards scheme



Corporate Partnership Opportunities 5

Silver Package £500



6 Corporate Partnership Opportunities

Included in the Silver Package

- Large advertising poster located in Bell's Sports Centre, Perth Leisure Pool or Live Active Loch Leven*
- One A4 Poster located in the venue of your choice
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme

* This package has limited availability. Upon enquiry we can provide a list of available locations.

Gold Package £600



Corporate Partnership Opportunities 7

Included in the Gold Package

- One advertising board at Bell's Sports Centre OR Dewars OR double-sided hanging banner in Perth Leisure Pool
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Free welcome session for all your staff members in your business and a free day pass
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme

Platinum Package £895



8 Corporate Partnership Opportunities

Included in the Platinum Package

- One advertising board at Bell's Sports Centre or Dewars
- Double sided banner in Perth Leisure Pool
- One A4 Poster in a venue of your choice
- Digital Advert on screens located in Bell's Sports Centre
- Free Welcome session for all staff members in your business and a free day pass
- One Social Media partner post on Facebook and Twitter to introduce your business as a partner
- Listing on the Live Active Leisure Partner webpage with link to your website
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme
- 10% discount on Health & Safety training courses delivered by Live Active Leisure



Live Active have arranged some great advertising spaces for Springfield at their venues in Perth, Blairgowrie and Kinross. Their team are very easy to work with. Through these adverts we're reaching a wide audience and we're happy to be working with a strong organisation within the communities we are helping to build. //

Dale Ashelford
Springfield Properties

Corporate Partnership Opportunities 9



ADDITIONAL BENEFITS

- Optional access to special partnership membership promotions for Business employees.
- Option to promote discounts and offers for your business direct to Live Active staff using internal communications.
- Free optional entry to the Live Active Rewards package - **a hugely popular discount package open to over 5000 Live Active members see page 12 for more details.**

10 Corporate Partnership Opportunities

LIVE ACTIVE REWARDS

To give our members the best value for money, the Live Active Fitness Membership entitles them to a range of offers and discounts from business partners known as Live Active Rewards.

It's **FREE** to become a Rewards Business Partner and along with your offer on our website, you'll enjoy all of these amazing benefits:

Welcome post on social media

Welcome notification on our app

Chance to have up to £200 of vouchers bought in our monthly prize draw

Access to all Rewards offers with your very own Corporate Card

PLUS, inclusion in additional Live Active communications and competitions.

12 Corporate Partnership Opportunities



BE A SPONSOR: MAKE AN ACTIVE DIFFERENCE

Local businesses have a unique opportunity to support and be associated with programmes and events that make a real difference to the quality of life of the people of Perth & Kinross.

From our junior term time programme to swimming lessons to events, the sponsorship opportunities are endless. Talk to us today to see how we can help you promote your business within the local community, generate revenue and build both customer and business relationships.

"We are proud to work with Live Active to help promote our business effectively to a wide range of customers in Perth and Kinross! **"**

Praveen Kumar,
Tabla Indian Restaurant & The Indian Cook School



Corporate Partnership Opportunities 11

DEWARS CENTRE

We may be better known as a sports and fitness provider, but did you know we also offer Conference and Events facilities in the heart of Perth City?

Here at Dewars Centre we know that the key to a successful business meeting or conference is great planning and stress free delegates.

For over 25 years we have been an integral part of Perthshire Conference and event marketplace and we pride ourselves on having built a reputation for quality, service and excellence.

We welcome meetings and conferences of all sizes and our modern, welcoming venue offers unrivalled flexibility with a choice of room set up and style. Whatever your needs may be, we are here to help. Catering is also available upon request.



**CALL OUR EVENTS TEAM
TO BOOK YOUR NEXT EVENT
01738 454700**



LIVE ACTIVE PERKS

Would you like to reward your staff for all their hard work and effort?

This is why we launched Live Active Perks, rewarding team members is just as important as managing, motivating and monitoring performance. This could be a Christmas or Birthday gift or a general thank you gift.

Live Active Perks offers local businesses a range of different products at a special rate which can be used as an incentive for your employees.

Rewards can range from family swims to personal training to monthly memberships. Why not drop us an email to find out more and to see how we could help you.



“ I had been looking for a rewards scheme for my team for some time and I’m pleased to say I’ve found the perfect all-rounder with LAL Perks. ”

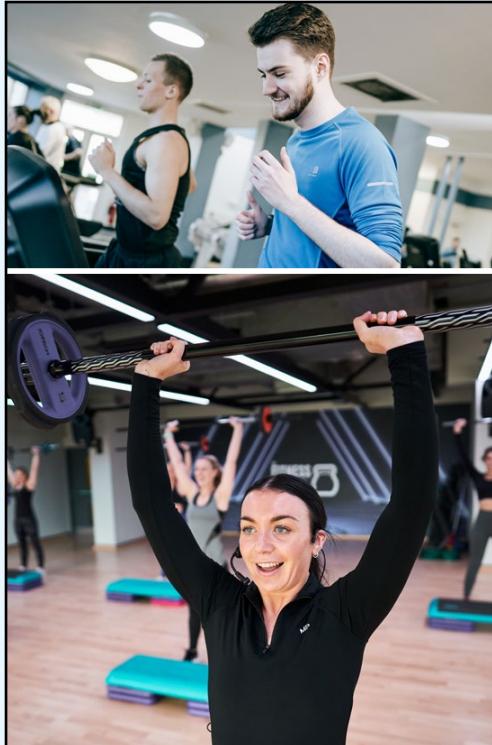
Nicola Martin
Red String Agency

IMPORTANT INFORMATION

- Advertising packages are 1 year contracts (*unless stated otherwise*).
- Adverts/Boards/Banners/Posters will be created and manufactured to the correct dimensions at the advertisers own cost. Details of recommended producers can be supplied upon request.
- Live Active are responsible for the cost of fittings of the advertising board, banner or poster during the contracts 1 year period.

For further information on any of the corporate advertising opportunities listed within this brochure contact:

Leah Murray
Marketing Co-ordinator
T: 01738 454653
E: LeahMurray@liveactive.co.uk



www.liveactive.co.uk

Caledonia House, Hay Street, Perth, PH1 5HS
T: 01738 454600 • E: leisure@liveactive.co.uk



Objective:

The Goal of this campaign was to increase brand awareness and sales in the month of January

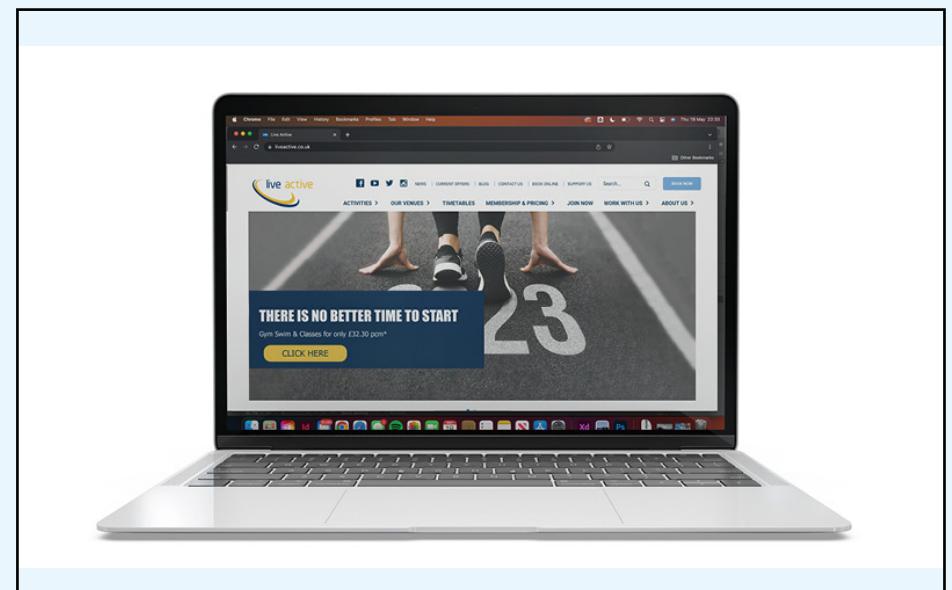
My Role:

My role in this campaign was to create:

- Billboards, & Bus Rears
- Live Active's Website Visuals
- Print: *Posters, PVC Banners,*
- Digital Display Ads
- Live Active App: *article & push notifications*



Live Active Leisure January Campaign



Objective:

The Goal of this campaign was to get current members to refer a friend with the incentive of a free £25 gift voucher when that friend joined, plus a free Health Suite voucher for Perth Leisure Pool and a free fitness plan.

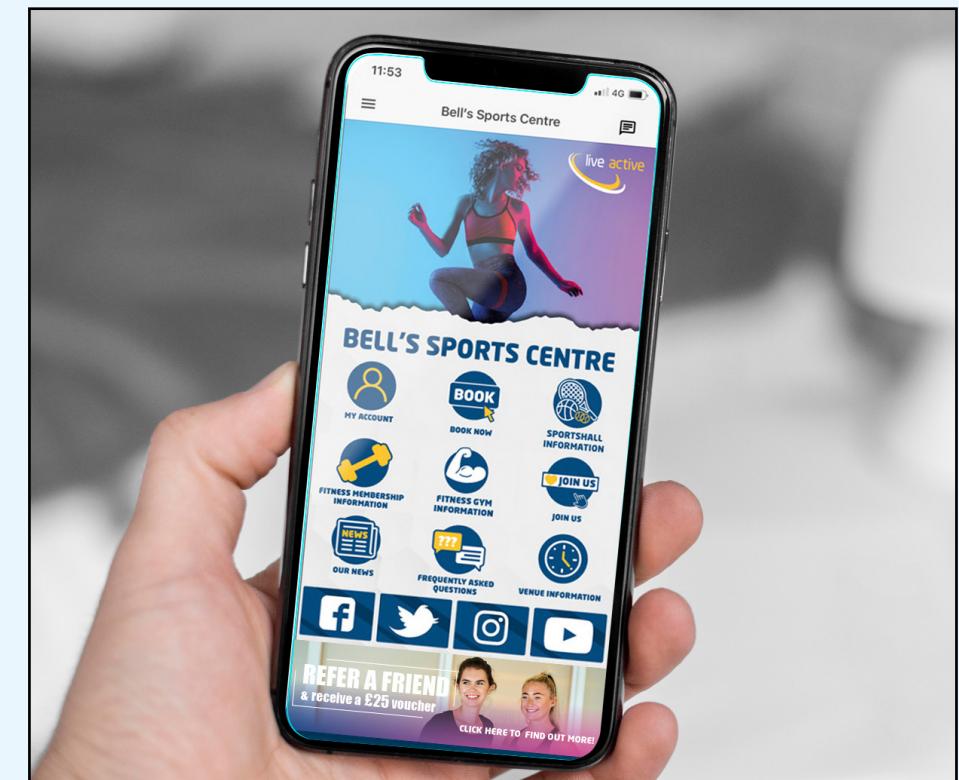


My Role:

My role in this campaign was to create:

- Billboards, & Bus Rears
- Live Active's Website Visuals *banners, digital ads & Refer a Friend offer page on the website with a link.*
- Print: Posters, PVC Banners,
- Digital Display Ads
- Live Active App: *article & push notifications*

Live Active Leisure Refer a Friend Campaign



LAL Logo Standard Menu

Activities

Live Active Leisure offers a range of activities and facilities for all ages and abilities, including:

- Football**
- Swimming**
- Gymnastics**
- Indoor Bowls**
- Table Tennis**
- Wellbeing Classes**
- Active Schools**
- Holiday Programmes**

OUR GYM **FITNESS CLASSES** **SPORTS/HALL & OUTDOOR PITCHES**

SWIMMING **FOOTBALL** **CRICKET**

GYMNASICS **BADMINTON** **SQUASH**

INDOOR BOWLS **CURLING** **ICE SKATING**

TABLE TENNIS **CLIMBING WALL** **ALL ABILITY CYCLING**

WELLBEING CLASSES **ACTIVITY REFERRAL** **STRIDE FOR LIFE**

ACTIVE SCHOOLS **CLUB & SPORTS DEVELOPMENT** **BIRTHDAY PARTIES**

LAL Logo Standard Menu

Climbing Wall

Come try our climbing walls at our venues in Perth & Kinross.



ABOUT CLIMBING WALLS
Climbing is an excellent way to develop balance, coordination, problem solving and cooperation, as well as strength.

WHERE TO CLIMB
Climbing walls are available at Broadalbane and Loch Leven Community Campuses.

An induction is required to use the wall independently, please ask at Reception for full information on how to use our climbing walls. If you are under 16 years old, then these registered as competent children may climb with another competent climber or may sign in up to 3 novice climbers.

Climbing in advance is advised so that your visit does not clash with any scheduled classes.

Holdalls, harnesses and shoes are available for hire.

COSTS:

- Adult - £4.00 with a Live Active Card, £5.00 without
- Child - £4.00 with a Live Active Card, £5.00 without
- Concession - £3.00 with a Live Active Card
- Climbing wall hire (per hour) - £47.04 (inclusive of VAT)

LOCH LEVEN COMMUNITY CAMPUS

The wall at Loch Leven Community Campus is 7m in height and there are 5 lanes available.

Climbing is available from 10:00 - 21:00 on weekdays and 10:00 - 16:00 on weekends.

Climbing in advance is advised so that your visit does not clash with any scheduled classes.

BROADALBANE COMMUNITY CAMPUS

The wall at Broadalbane Community Campus is 6.5m in height and there are 6 lanes and 2 auto belays.

Climbing is available from 07:00-21:00 on weekdays and 08:00 - 15:00 on weekends.

Climbing in advance is advised so that your visit does not clash with any scheduled classes.

LAL Logo Standard Menu

Header Image

OUR PERFORMANCE AND ACHIEVEMENTS

We are passionate about providing the highest level of service to our customers to encourage more people to live active lives. Our dedicated staff and partners work hard to ensure that we are constantly improving.

Our Annual Achievement Report details the full range of achievements that the company has received throughout the year and details the goals that have been set for the following year.

LIVE ACTIVE LEISURE ANNUAL REPORTS

- 2016/2017
- 2015/2016
- 2014/2015
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- 1900/1901

QHSE LEISURE AWARDS
QHSE Leisure is a unique health and safety management audit that validates the health and safety of our facilities. The audit is based on the requirements on HSG 65 Successful Health and Safety Management and covers:

- Health & safety management
- Facility wide health and safety issues - COSHH, electricity and fire
- Area by area health and safety safe systems of work e.g., pools, gyms and sports hall.

SCOTTISH TOURIST BOARD AWARD
The Web Standard awards represent high standards in the tourism industry. We are proud to boast a three-star rating for Bell's Sports centre and Densar, and a four-star rating for Perth Leisure Pool.

HEALTH WORKING LIVES AWARD
Live Active Leisure once again successfully received the Healthy Working Lives Silver Award in 2019. The Company works together to create a healthier, safer place to work. This award lets people know that promoting Healthy Working Lives is an integral part of the Company and the way we work.

IQL TRAINING AWARD
IQL UK is the trading subsidiary of The Royal Life Saving Society UK (RLSS UK), the drowning prevention charity. Their regulated qualifications are reviewed, recognised and monitored by Ofqual. Qualifications Wales and CCEA Regulation in Northern Ireland.

Live Active is proud to possess the IQL Approved Training Centre External Quality Assurance award.

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LAL Logo Standard Menu

Header Image

OUR HISTORY

On 1 October 1965, Bell's Sports Centre Ltd was created, and in launching, set in motion a series of exciting milestones that would shape the path of sports and leisure in Perth and Kinross. From its earliest days, the company has strived to be the best it can be, and its success is one that stretches over 50+ years.

The company celebrated its 50th Anniversary in 2015. This commitment to the dedication, passion and hard work of our staff, volunteers, managers, chief executives, Board of Directors, partner organisations and of course the people of Perth and Kinross.

From 1965 to the present day, Live Active Leisure remains an integral part of the economy, civic infrastructure and community life in Perth and Kinross, providing over 2000 jobs across the region and beyond. You can read more about the history and evolution of the company in our 50th anniversary brochure that follows the timeline from our inception until the present day.

50 years of Leisure in Perth and Kinross PDF

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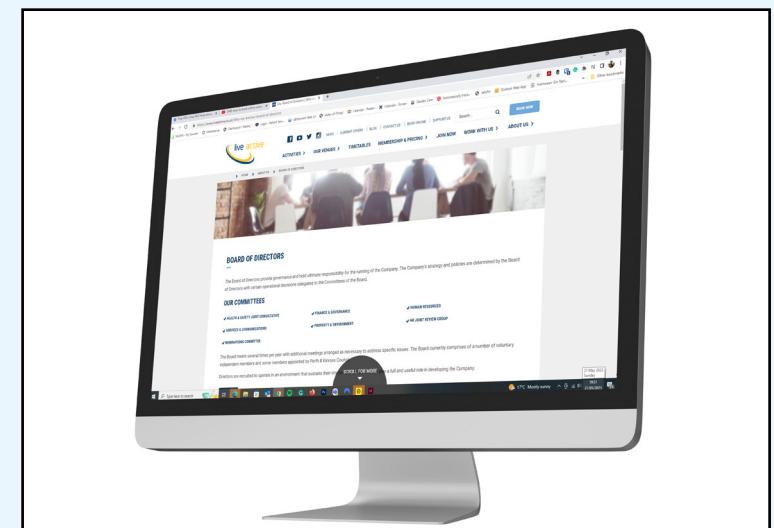
OUR PEOPLE

Our purpose is to work together with our customers and partners to create and provide opportunities to participate in sport and leisure and enjoy the benefits of physical activity.

SENIOR MANAGEMENT TEAM

PAUL CROHILL CHIEF EXECUTIVE OFFICER Caledonia House, Hay Street, Perth, PH1 5HS E: paul.crohill@liveactive.co.uk T: 01738 454600	FRION CARMER DIRECTOR OF FINANCE DEPUTY CEO Caledonia House, Hay Street, Perth, PH1 5HS E: frion.camer@liveactive.co.uk T: 01738 454600	GARY MINTON DIRECTOR OF OPERATIONAL SERVICES Caledonia House, Hay Street, Perth, PH1 5HS E: gary.minton@liveactive.co.uk T: 01738 454600
DIANE GARTNEY HEAD OF CORPORATE SUPPORT SERVICES Caledonia House, Hay Street, Perth, PH1 5HS E: diane.gartney@liveactive.co.uk T: 01738 454600	ANDREW BROWN HEAD OF CONTRACTS & COMPLIANCE Caledonia House, Hay Street, Perth, PH1 5HS E: andrew.brown@liveactive.co.uk T: 01738 454600	HOLLY MACDONALD PROJECTS AND BUSINESS SUPPORT Caledonia House, Hay Street, Perth, PH1 5HS E: holly.macdonald@liveactive.co.uk T: 01738 454600
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Live Active Leisure

Website Wireframes



Live Active Leisure
Company App Design



Live Active Leisure Video Editing

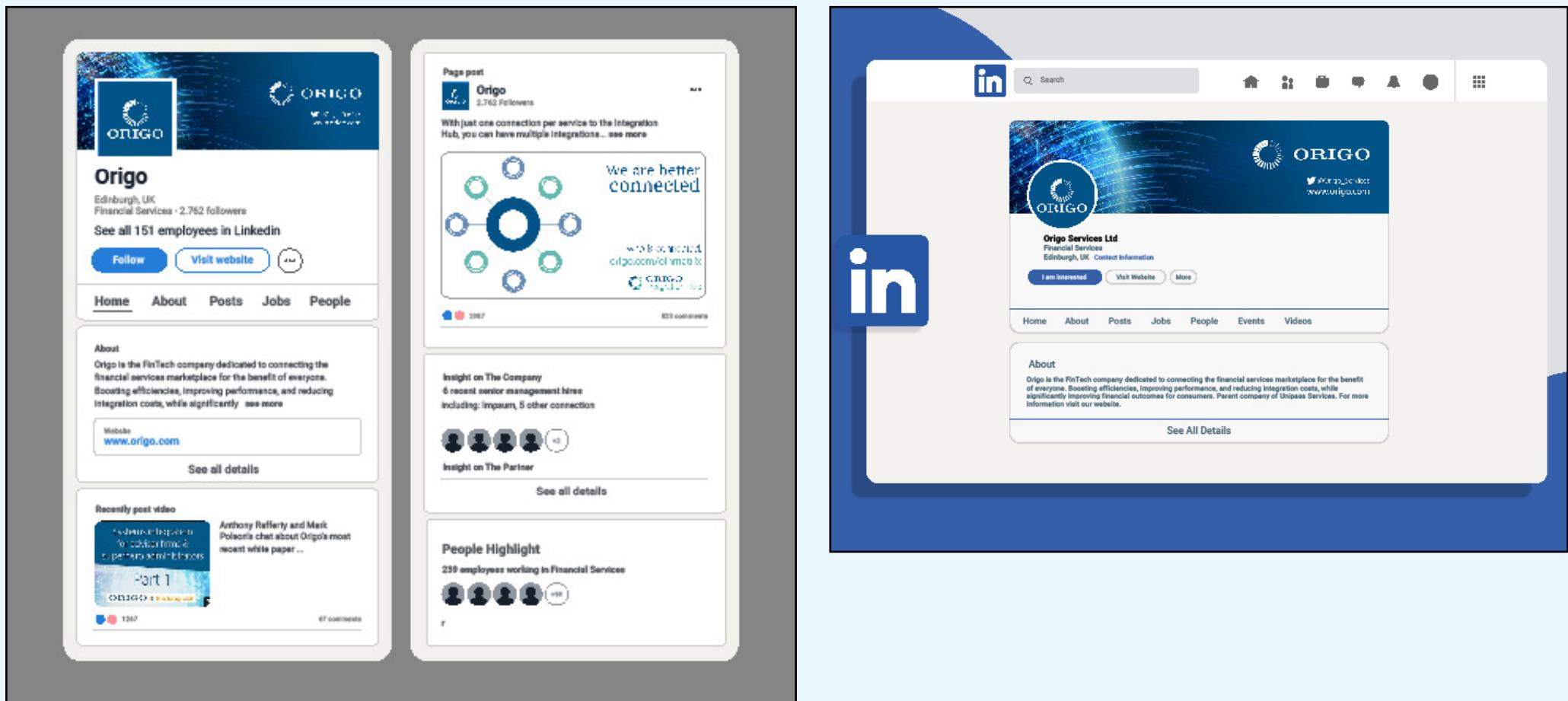
Linked is a series of 'how to' videos I created which were part of a campaign to promote the newly released app for Live Active Leisure.

[CLICK HERE](#)

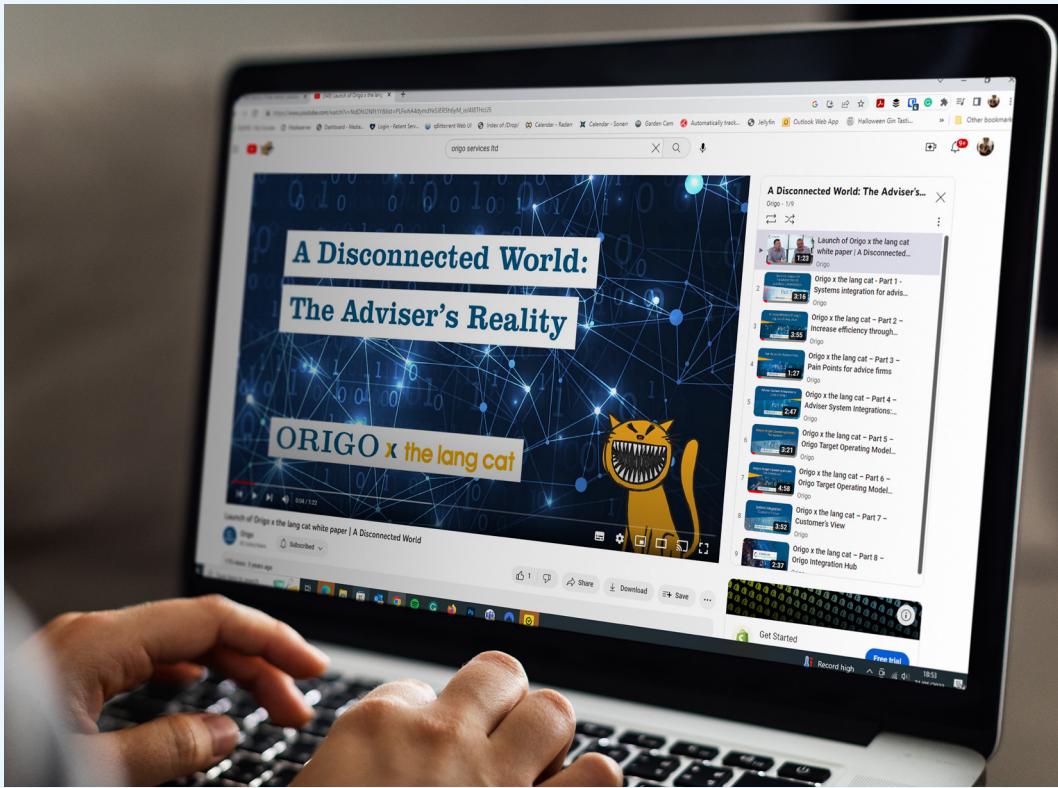
Or Scan the QR Code



To watch these videos



Origo LinkedIn Social Media Branding



Linked is a series of videos I created which were part of a campaign to promote Origo & The Lang Cat's White Paper:

A Disconnected World: The Adviser's Reality

CLICK HERE

Or Scan the QR Code



To watch these videos

Origo
Video Editing



ORIGO Transfer Service

Making ISA transfers slicker, swifter and safer

There is only one transfer system with over 11 years of successful service under its belt - ORIGO's Transfer Service. And during that time, the service has grown in both functionality and popularity. It's now available to whether you wish to transfer an ISA, GA, Pension or a SIPP. ORIGO's Transfer Service can help.

ORIGO is at the heart of developing sustainable, interoperable system architecture for the industry to enable faster, smoother re-registration of assets. The ability to provide multiple platforms and connection partners gives you the choice to work with whichever one you choose for organisations - why? Because it provides efficiencies in staff training and system costs, enables advisers to track progress and, most importantly, substantially reduces transfer times for clients.

The ORIGO Transfer Service is the only complete automated transfer service.

- ISAs / GIAs
- Bonds
- SIPP/SASSPs
- Pensions

- ✓ TeX framework
- ✓ STAR framework
- ✓ ISO27001 accredited
- ✓ ORIGO Transfer Index

0131 451 5181
hello@origo.com
origo.com/transfer

ORIGO Integration Hub

Build once, connect to many

Sometimes the simplest ideas are the best. The ORIGO Integration Hub is the perfect example of this. You want to connect to multiple trading partners but you have limited team resource, budget and time. You have to decide which connection matters most, potentially sacrificing new business and compromising on the quality of services you offer. With our hub, you no longer have to choose. Our hub connects you to everyone on the ORIGO Integration Hub. Our hub enables you to swiftly set up integration links for bulk transaction history, valuations, account opening and remunerations.

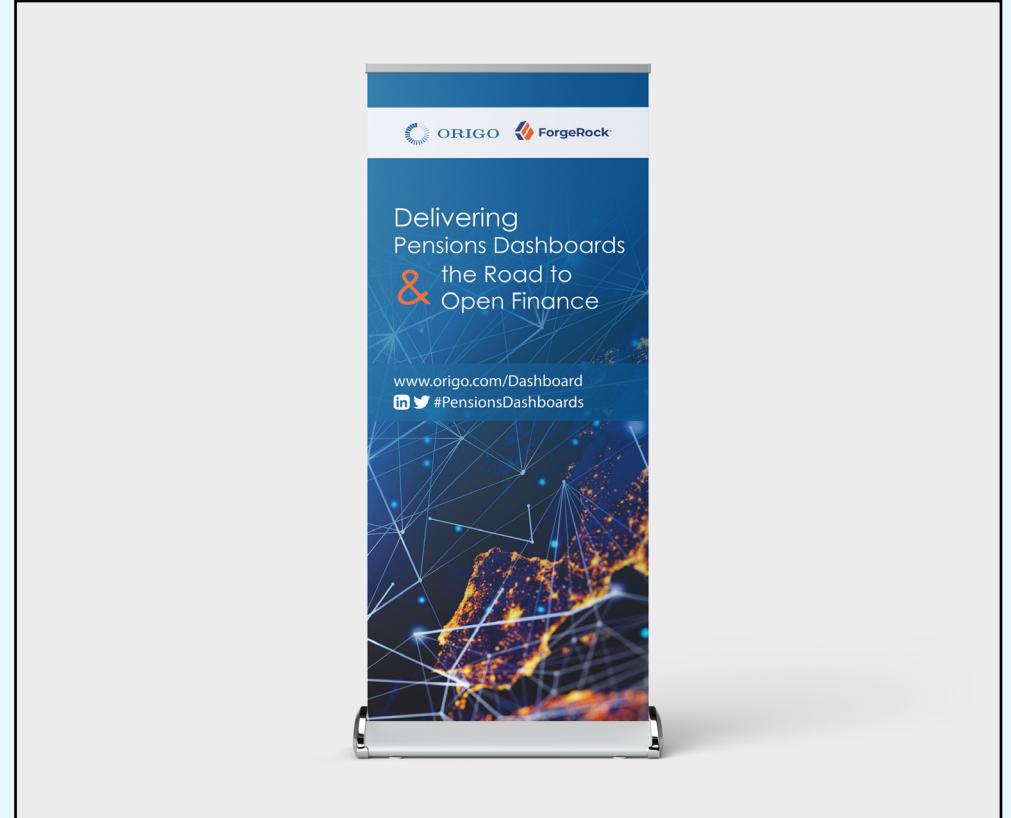
ORIGO Integration Hub benefits:

Adviser Software <ul style="list-style-type: none"> • Simply plug in to multiple platforms • Improve the strength of your technology and proposition • Create a seamless service for clients • Simplify on-going maintenance • Improve efficiencies 	Platforms <ul style="list-style-type: none"> • One project, one set of implementation costs • Costs to multiple systems • Centralise links and reduce maintenance costs • Expand your market reach • Improve Straight-Through Processing • Makes it easier than ever to do business with you
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Processes available:

- **Transaction History and Bulk Transaction History** - get detailed information from platforms to adviser software systems on the latest Unit Movements within a contract. Super helpful for MTD/I reporting.
- **Valuations and Bulk Valuations** - get real-time values from platforms to adviser software systems, at a frequency you desire - keeping all valuations up-to-date.
- **Account Opening** - automate the account opening process between platforms and adviser back office systems - while reducing rekeying and increasing accuracy.

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Origo Other Campaigns & Designs