edward Fellows

email: email@edwardfellows.co.uk

**career objectives**

I now feel better prepared to take my career forward and specialise in graphic design for web and print, as I believe my past experiences have given me a comprehensive understanding of all aspects of creative graphics and how to tackle its many challenges, plus I recently had the opportunity to invest in my career, completing an advance digital design course and I now feel I am have the technical ability to feed my creative ability

**qualifications**

Computeach college: CIW - Internet Marketing

CIW - Graphics, Design & Web Professional

Google Online Marketing Certification

Adwords Partner Certification: Fundamentals and Search Advertising

Analytics Partner Certification

6 Form College A level English

Secondary school: GCSE (English, Maths & Arts)

Other: Personal alcohol licence, First aid - emergency aid, full UK Car licence

**expertise** (not limited to)

Web design: HTML5, CSS, jS – jQuery

Print design: indesign

Graphic design: Photoshop, illustrator

Ux design: Adobe Xd, Sketch, Balsamiq

Colour: Adobe Color

Typography: Adobe Webkit, Google fonts

Digital Marketing: SEO, PPC, Analytics, Social, email,

**experiences**

**Maxwell’s Marketing - Marketing Assistant**

In my last position I worked for 18 months in Maxwell's restaurant in-house Marketing department, with the responsibility of increasing brand awareness and building client loyalty. This experience has given me a solid understanding of creative digital marketing, graphic design and how to tackle its many challenges.

**duties:** CMS, Graphic design (web & Print) SEO, Analytics, Social & Email, Events, promotions,

**The Roadhouse Bar - Bar Manager**

As a manager I was responsible for three very busy departments, and ensured our guests had a memorable experience, I also worked with the marketing team on project implementation for promotional projects.

**duties:** Hospitality, Bar, GP accounting, Hiring, guiding and training, Complaint handling, Marketing promotions

**Whitbread Plc (Head office)– Event Organiser**

I was fortunate to be given the opportunity by Whitbread Plc to run and judge their T.G.I.'s 'Best bar' competition. This involved me travelling the uk organising events, promoting and marketing the T.G.I.'s brand.

**duties**: Organising 5 UK show event, writing & marking test paper, Marketing - Pr, working with promoters

**T.G.I.Friday’s - Head Bartender**

I moved to London to work for T.G.I. Friday's after 18 months I was fortunate to be promoted to the position of Head of department, with the responsibility of training my team and driving standards.

**duties:** Bar management, Stock ordering, GP accounting, Guiding and Training , Schedule writing,

**references -** Available at: http://www.edwardfellows.co.uk/references.html

**interests -** Web design, Graphic design, Digital media, Reading, Cooking, Sport, Health and trying to keep fit

More details: www.edwardfellows.co.uk