

Hanni Bowcutt

UX & UI Designer

I am a versatile and innovative designer who is devoted to working with small independent brands. I thrive on coming up with fresh new ideas to increase customer engagement, promote products and services to ultimately increase sales.

I have worked with a range of clients across various sectors such as events, lifestyle, hospitality and fashion. Working both in house and as a consultant at agencies such as Each Peach and Brand Brewery. Some of my previous clients include Mcvities, DHL, Accessorize, Beach Blanket Babylon group, Superdrug, Sketch, Givenchy, GHD and Tatty Devine.

I have experience working in both B2B and B2C marketing and can tone my voice to suit any audience.

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Personal Skills

Organisational Skills



Communication Skills



Management Skills



Social Skills



Technical Skills



Analytical Skills



Interests



Expertise

Photoshop



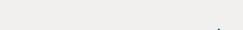
InDesign



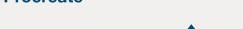
Illustrator



Adobe XD



Procreate



Education

Ravensbourne
2.1 BA Fashion Promotion & marketing

Ravensbourne
FDA Product Innovation

City College Coventry
BTEC in Fashion Design
Triple distinction

Chenderit Secondary School
9 GCSE's A*-C
Including Maths & English)

Experience

Ricky Paul Flowers 2019 - Present

Marketing & Event Manager

Responsible for the management of website and marketing materials such as development of brand brochure and trade shows. I manage all project timelines and assist with both on and off site event curation for brands such as Sketch, The Savoy, GHD, Givenchy and The Rosewood. Whilst being at Ricky Paul Flowers we achieved a top ten recommendation from Dezeen magazine and features on various TV programmes including the BBC.

Each Peach Studios 2017 - Present (Freelance)

Digital Marketing Consultant

Responsible for all B2B marketing strategy, inclusive of social media, email marketing, client comms, web design, branding, pitching to clients, managing and project timelines. I curate shoots and copy for use on all digital channels both in house and for clients. Creating various collateral for clients to support their marketing strategies such as brand decks, tone of voice documents and brand guidelines.

Brand Brewery 2019

Digital Consultant

I was responsible for managing DHL's social community in the lead up to and during a series of sponsorship events in partnership with Manchester United. These events spanned both America and Europe. This included managing all social channels, email marketing, website management, internal comms, content curation and the development and launch of two apps for Euro Cup 2019 and America's Cup 2019.

Student High Street 2017-2018

Head of Visual Content & Social Media Manager

Management of all social channels, website imagery, email marketing, press and blogger events and our external influencer programme. Responsible for analytical reports for all of the above. Responsible for curating all visual assets from video to photoshoots. Management of all influencer campaigns and ad campaigns via external resources.

Glassmint Studios 2016 -2017

Marketing & Studio Manager

Management of full production team and retouching teams both internal and external. Leading various projects to ensure client assets arrived on time and planning team schedules. Management of multi channel marketing, social media and client events.

The Whitepepper 2016 -2017

Marketing & PR Executive

Tatty Devine 2012 -2015

Press and customer care advisor