HOPE GILBERT

Creative Professional

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London, UK

I design and build clean, human centered digital experiences that blend web development, UX, and brand design.

PROFESSIONAL SUMMARY

Driven creative professional with a multidisciplinary background in design, development, and strategic brand communication. Combines marketing strategy, frontend web development, and UX design to create human centered digital experiences. Experienced in developing portfolio and business websites, managing creative campaigns, and coordinating large scale event projects. Passionate about bridging creativity and technology to deliver innovative digital solutions.

PROFESSIONAL SUMMARY

Marketing and Business Development Associate:
Mawney Partners, London (May 2025 - Present)
- Support marketing and business operations through document design, branding, and digital content.
- Built Mawney Partners' website and internal app from the ground up.
- Created market maps and visual assets for business strategy and outreach.

Marketing Executive:
Flat Fee Recruiter, Leeds (May 2023 - April 2025)
- Designed and implemented marketing campaigns across web, email, and social media.
- Managed PPC advertising via Facebook Ads Manager and optimized SEO strategies.
- Developed graphics and layouts using Adobe Creative Suite.
- Leveraged Google Analytics and HubSpot to improve digital performance.

Freelance Designer & Developer:
Various Clients, Remote (2019 - Present)
- Designed and developed portfolio and business websites.
- Created brand identities, packaging, and illustrations for startups and independent clients.
- Delivered creative assets using Adobe Suite, Procreate, and Canva.

Recruitment Administrator:
Mammoet, Leeds (Oct 2022 - Dec 2022)
- Supported recruitment and compliance processes across the UK office.
- Managed candidate communications and maintained databases.

EDUCATION

BSc Psychology (2:1 Honours):
Durham University (2020 - 2024)
Dissertation (First Class, 76%): Cognitive Estimation and Visual Perception. Studied business, cognitive, and social psychology with advanced research methods. Led largescale student events (700+ guests) and held multiple leadership roles.

Woodhouse Grove School:
2013 - 2020
Achieved A*BB at A-Level in Art, Psychology, and English Literature. Served as Head of Atkinson House and School Prefect, earning Full Arts Colours and the Sarah Ridy Cup for Singing while representing the school and district in netball.

TECHNICAL & CREATIVE SKILLS
- **Development:** Python, JavaScript, TypeScript (TSX), React, HTML, CSS, Swift, Git, npm, WordPress
- **Design:** Illustrator, Photoshop, InDesign, Premiere Pro, Procreate,
- **Canva Marketing:** HubSpot Marketing Hub, Google Analytics, SEO Copywriting, PPC Campaigns
- **Creative:** Branding, UX/UI Design, Content Creation, Video Editing

CORE STRENGTHS

Creative problem solving | Collaboration | Detail oriented execution | Strong visual communication

ADDITIONAL HIGHLIGHTS
- Developed and deployed multiple portfolio and business websites
- HubSpot Sales Software Certified (Nov 2024 - Dec 2025)
- Raised over £15,000 through charity and community initiatives