

I am a qualified Graphic Designer, currently working full time as the Head of Marketing and Digital for a high end furniture retailer and am looking to progress my career from a role which I feel I have outgrown. I am willing to relocate and am looking forward to starting something new.

I manage a small team including our IT Specialist and a Design Assistant, demonstrating my ability to both lead and work in a team. I am confident in my design and marketing ability but am always open to new ideas and solutions from all members of the team, including sales advisors, store managers and directors.

Managing a budget is an intrinsic part of my role and something I regard with high importance. I am ambitious but realistic, ensuring we always make the most out of the given budget and strive to deliver. Most recently I have begun working on in store events for both customers and industry professionals, where I have learnt many new skills and become highly organised.

I am a reliable member of the team, demonstrated by my faultless attendance record. I am an enthusiastic member of the team who is not afraid to take on tasks outside of my role in order to get a job done. One of the unique things about working for a small, family run company is that every member of the business knows and works with each other, so I’ve grown an ability to achieve real results for the business by building rapport with people of any age, level or background.

Attached is my CV which I hope you will find of interest. I would very much like the opportunity to find out more about the role and answer any questions you have.

Kind regards,

Rosanna Hithersay

*Qualified Graphic Designer working as the Head of Marketing and Digital, managing a small team. Now looking for new and exciting challenges in the creative field.*

**Experience**

**September 2014 - Present**

**Head of Marketing and Digital**

**Vale Furnishers**

[*www.valefurnishers.co.uk*](http://www.valefurnishers.co.uk)

I began working for Vale Furnishers as the sole Graphic Designer, in charge of all

in-store promotion, customer mailings and website updates. I would see every project through from development to design and then organisation of print and mailing.

I progressed to Head of Marketing and Digital as I saw the opportunity to improve business promotion with the use of events and a stronger social media presence. The department has now expanded and I manage both the IT Support and Design Assistant.

Noticing a gap in our advertising I suggested a new format of mailer, to be sent to specifically targeted prospect data. I took this from concept to production and we generated over £300k worth of new business in the first six months as a direct result. This concept has now become a crucial part of our marketing and has been rolled out several times since.

Wanting to add a new dimension to the marketing strategies, I also introduced the idea of running events, for both customers and industry professionals. We instantly had a great response from both and now run around four events a year, often sponsored by our suppliers. These events have generated just over £650k in the last year.

My day to day role involves thinking of and developing new marketing ideas to present to the business directors and I still operate everything from development and design stages through to production, print and mailings, including data control and strategies.

**January 2013 - September 2014**

**Self Employed Graphic Designer**

Outside of working as a barmaid, I worked as a Freelance Graphic Designer. This experience allowed me to not only become extremely organised and well disciplined, it gave me the opportunity to expand my portfolio from the type and print based projects I’d enjoyed at University.

Working on many branding and identity projects for a variety of businesses from digital advertising agencies to tearooms and children’s entertainers.

**January 2012 - December 2012**

**Travelled from Mumbai to Mexico City**

I’d always had my heart set on travelling, so after University I took the opportunity I might have not found again. I travelled alone from India to Mexico with 12 countries in between - an unforgettable experience. In this time I learnt the importance of organisation, planning and the ability to rely on and trust my own initiative.

Additionally I found the opportunity to take on some design projects whilst I was

away, one re-branding for a dive centre and another advertising for a brand new paint-balling company. With only a sketch book and a laptop notebook, these were tough but welcome challenges.

**Education**

2008 - 2011

University of the West of England, Bristol

*Graphic Design BA(Hons)*

2007 - 2008

University of Creative Arts, Farnham

Foundation Degree

*Art and Design*

A Level, AS and GCSE qualifications available upon request.

**Skills**

Adobe:

InDesign

Photoshop

Illustrator

Acrobat

Microsoft:

Word

Excel

PowerPoint

Outlook

**hobbies & Interests**

I am very outgoing and always keen to try new things, go to new places and meet new people. I am a keen traveller and love to experience different cultures. I also regularly go to the gym and enjoy taking part in exercise classes such as Yoga and Body Pump.