



www.willholdsworth.com
hello@willholdsworth.com
+44 (0) 7903377729

EXPERIENCE

SENIOR MARKETING DESIGNER FUTURE SOUND & VISION LTD NOVEMBER 2017 – PRESENT

Generated guidelines, strategies, written, and visual content, and executed rebrands of subsidiaries (Future Automation, Matthew Hill Bespoke, Shading Pro). My creative contributions and strategies helped secure £2M+ in contracts, achieve a 10% uplift in dealer sign ups, and increased gross profits from 9.5%-15%.

GRAPHIC DESIGNER IZABELLE HAMMON JULY 2017 – NOVEMBER 2017

Increased brand visibility and social engagement by creating visually distinguished marketing materials for tradeshow, events, e-commerce, and quarterly collection releases.

PHOTOGRAPHER & MARKETING COORDINATOR HARRIET KELSALL BESPOKE JEWELLERY MARCH 2014 - JULY 2017

Innovated at a senior level of the marketing team producing all campaigns, imagery, and marketing collateral. Executed company rebrand with oversight from the company directors to carve a unique visual identity for this growing brand in a competitive luxury market.

EDUCATION

2:1 UPPER SECOND CLASS - BA (HONS) ILLUSTRATION UNIVERSITY OF PORTSMOUTH SEPTEMBER 2010 - JULY 2013

DISTINCTION - FOUNDATION DIPLOMA IN ART AND DESIGN OAKLANDS COLLEGE ST. ALBANS SEPTEMBER 2009 - AUGUST 2010

A-LEVEL - PHOTOGRAPHY, ART AND PSYCHOLOGY GCSE - MATHEMATICS B ENGLISH BC SCIENCE BB THE HEMEL HEMPSTEAD SCHOOL SEPTEMBER 2002 - AUGUST 2007

SKILLS

DISCIPLINES

Creative Direction
Brand Guidelines
Tone & Voice
Marketing Strategy
Social Strategy
Visual Identity
Brand Positioning

VISUAL

Graphic Design
Photography
Video Editing
Illustration / UI
3D Design
Motion Design
Product Animation

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe xD
Davinci Resolve
Blender