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## 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 tradeshows, 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** **THE 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** **GSCE - 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