



www.willholdsworth.com
hello@willholdsworth.com
07903377729

PROFESSIONAL EXPERIENCE

SENIOR MARKETING DESIGNER FUTURE SOUND & VISION LTD

NOVEMBER 2017 – PRESENT

Responsible for generating guidelines, strategies, written, and visual content for Future Sound & Vision and its subsidiaries (Future Automation, Matthew Hill Bespoke, Shading Pro).

- Contributed to securing of over £2 million of residential and commercial contracts with clients including Harrods and Tottenham Hotspurs by creating presentations, pitch decks, and concept animations/visualisations.
- Executed comprehensive rebrand of FSV and its subsidiaries to align their creative output with target markets and wider business objectives.
- Collaborated with the wider marketing team to deliver large format artwork, marketing materials and social strategies for two annual tradeshow stands at USA and EMEA venues, resulting in a 10% increase in new AV Dealer sign-ups.
- Maintained high quality standards across external stakeholders by creating an online resource portal containing presentations, email templates, social posts, images, videos, factory tours for external stakeholders to incorporate into their own marketing strategies.

GRAPHIC DESIGNER IZABELLE HAMMON

JULY 2017 – NOVEMBER 2017

Created visually distinguished design/marketing materials for events, e-commerce and quarterly product releases.

- Conceptualised and created two new product range releases working closely with directors, design managers, and social media coordinators.
- Delivered a physical/digital product guide for external stakeholders for the first time.
- Increased efficiency of imaging team by directing photoshoots of products and packaging to generate templates that were simple to manipulate in post-production.

PHOTOGRAPHER & MARKETING COORDINATOR HARRIET KELSALL BESPOKE JEWELLERY

MARCH 2014 - JULY 2017

Innovated at a senior level of the Marketing team producing all imagery and design work to transition to an online-focused retail experience.

- Created efficient image production pipeline to deliver 'magazine-worthy' packshot and lifestyle imagery of all previous bespoke commissions.
- Conceptualised, pitched and delivered quarterly digital and print campaigns that aligned customer age with national average engagement age.
- Executed a full rebrand of the business collaborating with external design and web-development agencies to overhaul the look and feel of the brand.

QUALITIES

Over a decade of B2C, B2B and B2B2C e-commerce design and marketing experience.

Extensive experience as a marketing content strategist and designer with a generalist 2D, 3D design skillset including video and motion graphics.

Comfortable both self-directing projects and contributing/managing teams with a respectful and diligent work ethic.

Comprehensive experience directing internal teams and external stakeholders to deliver effective campaign strategies.

Adept at ensuring company ethos, campaign strategies and brand messaging remains consistent at a global scale.

Enthusiastic approach to creative problem-solving with an intuitive ability to learn new skills quickly.

SKILLS

Design & UI/UX Tools (Adobe CC - Photoshop, Illustrator, InDesign, xD, Firefly)

Video Production (Davinci Resolve, Adobe After Effects)

3D Design and Animation (Blender, eDrawings)

Microsoft Office Suite (Excel, Word, Powerpoint)

Email Marketing/Analysis (Mailchimp)

Social Media Management/Analytics (Later.com)

EDUCATION

SEPTEMBER 2010 - JULY 2013

2:1 UPPER SECOND CLASS - BA (Hons) Illustration
The University of Portsmouth

SEPTEMBER 2009 - AUGUST 2010

DISTINCTION - Foundation Diploma in Art and Design
Oaklands College St. Albans

SEPTEMBER 2002 - AUGUST 2007

3 A-LEVELS - PHOTOGRAPHY, ART AND PSYCHOLOGY
10 GCSE's - Mathematics **B** English **BC** Science **BB**
The Hemel Hempstead School