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## A B O U T M E

- Over 7 years' design experience with both established brands and start-up companies in a variety of fields such as aerospace, fashion, gaming and travel, including Rolls-Royce, Ozwald Boateng, We Want Any Car and GALA Bingo.
- Skillful with campaign creation – launching the rebrand of GBK which saw an increase in business by 14%, creating all graphic assets for Ozwald Boateng's New York fashion show which included promos, look-books, invites and social, and creating branding for British Airways' upcoming new uniform launch.
- Adept and experienced with all forms of social media – First Model Management's Instagram has increased their followers an average of 250 per week, and has led to greater signings and brand awareness, and creating original content for Rolls-Royce's social channels including launching their Instagram.
- Presentation design skills – developing brand guidelines for start-ups including branding, tone of voice and logos, and creating PR award entries and pitches for business proposals.
- Extensive experience with copy - writing press releases, mail-out features; interviews and many areas of campaign literature for PR agencies, magazines and social descriptions.

## S K I L L S

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|--|--------------------|
| • PROFICIENT IN SOCIAL MEDIA PLATFORMS | • MICROSOFT OFFICE |
| • COPYWRITING                          | - PowerPoint       |
| • CAMPAIGN DEVELOPMENT                 | - Word             |
|  | - Publisher        |
|  | - Excel            |
| • PROFICIENT IN DIGITAL AND PRINT      | • ADOBE            |
|  | - Photoshop        |
| • PROFICIENT IN MAC AND PC             | - Illustrator      |
|  | - InDesign         |
|  | - Premier          |

## E D U C A T I O N

UNIVERSITY OF SALFORD  
BA (Hons) Advertising Design  
2009-2012  
FIRST CLASS HONOURS

CHESTERFIELD COLLEGE  
ABC Level 3 Foundation Diploma  
in Art, Design and Media  
2008-2009  
MERIT

## E X P E R I E N C E

### FREELANCE DESIGNER

**First Model Management** / Aug 2019 - Present  
*Social media content and casting cards.*

### LEAD GRAPHIC DESIGNER

**Ozwald Boateng** / Jan 2019 - Present  
*Branding, Social media content and presentation designs.*

### FREELANCE DESIGNER

**Mighty Social** / Sept - Dec 2018  
*Social media content.*

### LEAD DESIGNER

**We Perform 360** / Dec 2016 - Sept 2018  
*Social media content, graphic design and banner ads for digital marketing.*

### FREELANCE PR

**Cannonball PR** / Sept 2016 - Jan 2017  
*Creating press releases and liaising with clients. Archived national coverage.*

### FREELANCE COPYWRITER

**We Plug GOOD Music + Conversations About Her** / June 2016 - Dec 2016  
*Writing articles and reviews. Read by 400,000 monthly readers.*

### FREELANCE PRESENTATION DESIGNER

**PHD** / June 2016  
*Presentation design.*

### JUNIOR CREATIVE/DESIGNER

**YOU AGENCY** / April 2014 - June 2016  
*Graphic design, copy writing and art direction.*

### FREELANCE PRESENTATION DESIGNER

**IPSOS MORI** / Sept 2013  
*Presentation design.*

### DESIGN/ILLUSTRATOR INTERN

**WEAR THE FUTURE** / June 2013 - Nov 2013  
*Clothing design and branding.*

### DESIGN/WRITER INTERN

**LA VIDA MAGAZINE** / June 2013 - Nov 2013  
*Interviews, articles and magazine layout.*