



My interest in creative pursuits began at a young age, and I've always taken pride in my work and in building strong professional relationships with both clients and colleagues. I am eager to further develop my skills and aspire to leadership within my field. If you'd like to learn more about my experience or see examples of my work, please don't hesitate to ask; I'm happy to provide additional information.

## ● Work Experience

### 2019 – Present

#### Senior Video & Graphic Designer

Mail Order Online LTD

Railex Business Centre,  
Crossens Way, Marine Dr,  
Southport  
PR9 9LY

My time at Mail Order Online provided an excellent opportunity to develop my skillset in graphic design and expand my knowledge of photography and videography within a studio-based setting.

When I joined, the company was experiencing rapid growth, and I was brought on as a graphic/video designer to maintain and develop the company brand across all sectors, from printed materials to website maintenance and 1 social media marketing. Working within a small team, I managed design responsibilities across multiple projects, meeting deadlines and collaborating closely with the Marketing Manager and E-commerce Executive.

Over time, I had the opportunity to further develop my role, becoming the senior designer for the company. This involved managing the launch of three new brands within the company: Floofy Friends, Pillow Talk, and Link Lighting. This led to increased responsibilities both within and beyond my initial role. I participated in the hiring process, oversaw the work of other designers, ensured high standards were met, and provided basic training as needed. I also took over management of the photography department and spearheaded a catalogue refresh to better portray our products to customers. Simultaneously, I redesigned our website with a mobile-first approach to layout design.

I solely led the development and creation of Link Lighting, encompassing product creation/development, branding/identity, website, video assets, packaging, budget management, and oversight of the photography and social media marketing teams.

I have also been able to further refine methods of videography in a studio environment, gaining hands-on experience in set design, studio lighting, voice recording, and editing to create finished products from start to finish.

### 2017 – 2019

#### GRAPHIC DESIGNER

Dine Contract Catering

Birchwood Park Ave, Risley  
WA3 6YN

As a Graphic Designer, I've thoroughly enjoyed working with a diverse range of clients. My daily responsibilities included creating marketing materials for catering events, organizing and maintaining site equipment, developing innovative design solutions for area managers, and collaborating closely with other graphic designers and department heads.

Each new client required a tailored approach, encompassing brand development, photo editing, CAD drawings, marketing materials, POS materials, supporting sales with tender documents and fostering future partnerships.

Notable clients included PepsiCo, Haribo, and Eden Point. As a team, we also conceptualised and designed our company coffee brand, 'Jo Rooster'.

### 2016

#### GRAPHIC DESIGNER

The Boutique Hotel  
Collection LTD

At The Boutique Hotel, I led the marketing and design for the new hotel development in Scotland. As a start-up, I was responsible for establishing the brand from the ground up, making key decisions on logo design, letterheads, and all other design-related materials essential for the business's operation.

### 2015

#### GRAPHIC DESIGN INTERN

LUXOME

Old Trafford, Manchester  
M16 9EA

At Luxome, I was responsible for revitalizing the brand's image, which included meticulous review of marketing materials prior to publication and the creation of compelling cinematic and photographic digital media presentations. These projects often demanded completion within tight deadlines, requiring exceptional time management and a keen attention to detail.

## ● Education

### 2012 – 2015

#### UNIVERSITY OF CHESTER

BACHELORS with HONOURS in GRAPHIC DESIGN

## ● Skills

Problem solving, Time management, Organizational, HTML understanding, Photography, Managing Creative, Tech-savvy, Technical Ability, Email Marketing...

Adobe (12 years) Illustrator (12 years) Photoshop (7 years)  
InDesign (5 years) After Effects (5 years) Premiere Pro (5 years)  
Klaviyo (6 year) Shopify (6 year) Monday (2 years)