



# LOUISA HUTTON

## DIGITAL DESIGN & MARKETING

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Get in touch for portfolio & references  
Seaton, Devon

### PERSONAL STATEMENT

Talented, ambitious and self-motivated. Is self-disciplined with 7 years design experience and 6 years marketing experience, has developed confidence and the ability to work efficiently in a fast paced environment. Understands the importance of working to tight deadlines and enjoys new challenges. Committed and enthusiastic individual who is focused on achieving customer satisfaction. Excellent communication skills to work effectively with others. Enjoys exploring new design opportunities and marketing functions, as well as experienced with all social media platforms.



### EDUCATION

#### University of the Arts London (UAL) Diploma in Art and Design (Level 4)

Awarded a Merit for a UAL Diploma, focusing on three key subjects; Graphic, Surface and 3D Design. Developed many new skills and broadened my extensive portfolio and achievement. The focus of the year was specialising in graphic design, responding to specific briefs which involved designing suitable artwork, from charity campaigns to Exeter College's summer poster, plus a final completely open brief for which I chose to create a brand identity for a doughnut and coffee shop which was extremely successful and enjoyable.

Diploma	A Levels	Exeter College, Exeter	GCSE'S
Merit (Level 4)	Graphic Design (B) 3D Product Design (B) Photography (B) Film Studies (C)		10 A - C including English and Maths



### EMPLOYMENT & EXPERIENCE

#### Freelance Marketing/Design

#### Current

**LM Media - Marketing Agency** - I work part time for LM media, an agency who prides themselves in being an all female agency and looks after over 30 beauty/fashion/lifestyle clients. My role as marketing accounts/manager/designer involves a whole array of tasks. My day predominantly involves, email marketing, Ads management, Shopify/website changes, app installations, SEO, social media content creation, website and content artwork, reporting and developing & executing content strategies.

**Design agency in Exeter - Agency freelancing** - Offered a great opportunity to help work on a current project, using InDesign and Photoshop for a confidential client. This agency focuses their expertise on brands within the hair, health and beauty industry.

**Cleaning services business - Re brand** - This client's branding was in need of a refreshing new look, I rebranded, created visual and written content for their socials.

**Bakery business - Logo design** - Contacted by a referral for a commission to design a logo for this client's start up bakery business. She was thrilled with the results "Brilliant service and makes any changes you ask for straight away! I LOVE It!"

**Dog boarding business - Logo design** - I was commissioned to create a fun, vibrant, welcoming dog boarding logo for this client and she was absolutely thrilled with the outcome. I have also guided her with her socials.

**Illustrations - Bespoke illustrations** - Over the years I've been commissioned to create bespoke illustrations of people and pets.

#### Digital Marketing Executive

#### The Click Hub, Exeter

September 2019 - October 2020

My role as Marketing Executive at the Click Hub consisted of developing and executing strategies for my clients social, PPC and email campaigns. To accompany all my campaigns, I've designed suitable pieces of graphics to ensure they look aesthetically pleasing to encourage engagement and traffic. An extremely rewarding PPC campaign for me was working with the Exeter University to promote their Entrepreneur Programme event. This was a huge success and my client was thrilled with the results.

During this role I also improved my ability to pitch to potential clients and with successful results, my confidence has grown.

#### Design and Marketing Executive

#### Daneswood, Exeter

August 2019

Having completed my apprenticeship, I was offered full time employment and promoted, which I was thrilled about. I was trusted with, and responsible for, managing my clients, following marketing strategies set for the clients as well as developing and executing new strategies. Depending on the client these tasks ranged from SEO, social media campaigns, email marketing, graphic design content, writing blogs, SEO migration and social media management and content writing. I was responsible for the completion of the monthly reports for our clients and also providing client training.

This short-lived role was focusing more on design, which is where my passion lies and what I enjoy but sadly Daneswood went into liquidation and I was made redundant.

#### Junior Digital Marketing Apprentice

#### Daneswood, Exeter

December 2017 - August 2019

My role as Junior Digital Marketing Apprentice was to complete a whole range of marketing and design tasks. I managed and completed client's monthly on-going tasks which could range from, copywriting, design and running email campaigns, design graphic content, coming up with and running marketing strategies, running social media campaigns, writing basic SEO content, SEO Migration and writing blogs. I was also responsible for the monthly marketing reports and was always looking to improve the running of the company by putting future plans in place. During my time at Daneswood I particularly enjoyed being involved in designing content for our clients especially when they're thrilled with the results.

I've got experience running Google Ad campaigns and have a good understanding of Google Analytics. Working at Daneswood has given me so much opportunity to flourish in my early career, I've been able to build customer and internal relationships, whilst becoming more experienced and being fully supported during my apprenticeship to achieve the best possible grade.

Digital Marketing	Graphic Design	Advertising	Photography	Content writing
Web Layout Design	MAC OSX & PC	3D Product Design	Resistant Materials	Mailchimp
Microsoft Office	Branding Design	Adobe Illustrator	Typography	Content creation
Social Media	Visual Ideation	Adobe Photoshop	Adobe InDesign	Final Cut Pro
Adobe Premier Pro				

Strong planning and organisational skills  
Creative & artistic  
Good oral and written communication  
Ability to work in teams and on own initiative

Excellent time management  
Structured and methodical  
Problem solving  
Able to work to deadlines

Confident creating attractive content  
Ability to multi-task and be flexible  
Good telephone manner

I'm a fashion lover and fitness fanatic who loves travelling and going to new places and experiencing new cultures. I've skied since I was three. I love to roller blade, horse ride, take long walks in the countryside & Netflix binge. Most importantly, I love to have a good giggle with my friends.



### SKILLS & ABILITIES