



LOUISA HUTTON

DIGITAL DESIGN & MARKETING

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- Get in touch for portfolio & references
- Devon

PERSONAL STATEMENT

Talented, ambitious and self-motivated. Self-disciplined with 8 years design experience and 7 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 Accounts Manager

Remote

Current

Freelance & Contract Work: Over the past five years, I have worked with a diverse range of clients, primarily London-based lifestyle, homeware, and fashion brands. My experience spans both agency contracts and collaborations with individual businesses seeking marketing, design, and website support. My expertise covers a broad spectrum of services, including social media management, email marketing, website support, and design. I have developed tailored marketing strategies for clients, conceptualized and produced engaging visual and video content for social media platforms, and created and edited content for reels, TikTok, and YouTube. Additionally, I have designed visually compelling email and newsletter templates, implemented email strategies, coordinated influencer collaborations—including outreach, relationship management, and campaign execution—managed ad campaigns, and website management across platforms such as Shopify, Wix, WordPress, and Squarespace. My skill set also includes performing basic SEO, copywriting, and delivering detailed reports.

Logo Design & Branding: I have collaborated with a wide array of businesses over the years to create distinctive logos and cohesive branding. My designs focus on creating sleek, modern, and visually appealing aesthetics that align with each client's unique identity.

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

December 2017- August 2019

Daneswood, Exeter

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.

SKILLS & ABILITIES

- Digital Marketing
- Web Layout Design
- Microsoft Office
- Social Media
- Canva
- Semrush
- Strong planning and organisational skills
- Creative & artistic
- Good oral and written communication
- Ability to work in teams and on own initiative
- Advertising
- Adobe Illustrator
- Adobe Photoshop
- Facebook Ads
- Google Ads
- SEO
- Excellent time management
- Structured and methodical
- Problem solving
- Able to work to deadlines
- Photography
- Resistant Materials
- Typography
- Adobe InDesign
- Planoly
- Account managing
- Confident creating attractive content
- Ability to multi-task and be flexible
- Good telephone manor
- Content writing
- Mailchimp
- Content creation
- Video Editing
- Google Analytics
- Capcut
- Graphic Design
- MAC OSX & PC
- Branding Design
- Visual Ideation
- Klaviyo
- Shopify

I'm a fashion lover, who loves travelling and going to new places and experiencing new cultures. I love horse riding, skiing, taking long walks in the countryside, and i'm partial to a gripping, thriller, murder mystery series. Most importantly, I love going out for delicious food and having a good giggle with my friends.