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Hertfordshire/North London

## KEY SKILLS

- Ability to create concepts
- Exceptional creativity and innovation
- Illustration
- Able to work with various media & mediums
- Creative Suite (Photoshop, Lightroom, Illustrator & InDesign, Premiere Pro & After Effects)
- Social media management
- Communication skills
- Meeting deadlines
- Working as part of a team
- Excellent time management and organisational skills
- Computer literate with the latest versions of industry-standard software
- Work well under pressure
- Work well with children
- Excellent customer service & ability to handle difficult clients
- Administration
- Managing and taking lead on projects
- Taking projects from start to completion
- Accuracy and attention to detail
- Up to date with current trends
- Liaising with external printers to ensure the product is printed to its highest standard

## ABOUT ME

I am a dedicated and hardworking individual whose main passion is Creative Art & Design. I thrive in a fast-paced working environment and love to take on new projects and challenges. My previous role was in a constantly growing and evolving workplace, this has given me the ability to work well under pressure and I pride myself when it comes to managing an extensive workload.

I have excellent computer skills especially with the Adobe Creative Suite and due to my previous experience as an Administrator, I have a very organised approach to my work. I can take projects from concept to completion from colour schemes to design layouts, illustrations and more also handling many aspects of the project and not just the design side.

My design range is endless, at Martyn Gerrard I created 40 page lifestyle and property magazines three times a year, Seasonal Campaigns for outdoor Advertisement, Hoardings, Vinyl's, Brochures, and much more. I managed and created the Land and New Homes departments advertisement, this allowed me to show off my sophisticated design flare. I also have experience in managing outdoor advertisements.

During my time at Martyn Gerrard, I worked alongside the Head of Marketing on a day to day basis to help manage & lead the marketing team. I am very goal motivated and I find nothing more satisfying than achieving the goal I have set or finishing off a project to the highest standard. I was the sole creative lead at Martyn Gerrard for over 4 years, my influence played a part in them winning silver for best overall marketing & campaign of the year at 'The Negotiator Awards 2019'. They have also been awarded 'best agent in North London' by the property Academy due to their overall service & marketing.

My love for design, particularly graphics started at a young age when I was 15 I set myself a goal to become a Graphic Designer at a reputable company. 9 years later, I have been the sole creative lead for one of North Londons Award Winning Estate Agents. Working in this environment has given me real-life experience in the design and print industry which is why I'm able to handle large projects from start to finish on my own. As much as I enjoy working on my own I am a team player and find great accomplishment when everyone pulls together to achieve a great end result.

After leaving Martyn Gerrard in March 2020 (not the best timing!) to pursue other career paths, I found my self like everyone else on pause. I decided to use this time to better my skills firstly, learning how to video edit & about web design as these are two other areas I am interested to work in. I've also taken this time to set up my own company, Personalised Pooch Prints. We offer a personalised pooch print service, where I take images of peoples pets & turn them into art (hand-drawn illustrations & more) that is then printed on canvas, prints, mugs & phone cases.

I run & create all the content for our social media pages. which has over 2000 organic followers. feel free to check out the website I created using Wix.

**Personalisedpoochprints.co.uk**

## ABOUT MY CURRENT ROLE

In January 2021, I Joined the GSS Piling team as their marketing assistant to help assist with their rebrand after being acquired by the Morrisroe group. My role here has been very diverse. I have been handling all aspects of the marketing for the company. From organising the new website and rebrand to creating artwork for the fleet of Rigs.

During my time at GSS, I have had the opportunity to work in a field out of my comfort zone, creating artwork with a more minimalist approach for a niece clientele. When I started in January, my journey began with the company rebrand. We started with the website, I worked closely with the web developer to create the final result. I created imagery, worked on the back end, helped create and finalise the site plan and organised everyone involving copy and other elements.

My other projects were updating all the PPE (Hard hats, high vis jackets & much more.) Creating artwork for the fleet of rigs & vans, magazine adverts, launch posts, mail out, brochures, and more. I also manage and create content for the LinkedIn page and assist with some admin needs for the MD.

I am a friendly sociable person and in my free time I enjoy baking and I have an interest in photography.

Please feel free to take a look at my website which showcases some of my work over the last few years.



## CREATIVE SUITE SKILL LEVEL



## SOCIAL MEDIA SKILL LEVELS



## EDUCATION & QUALIFICATIONS

### Barnet Southgate College (2013-2015)

- 90 Credit Diploma Graphic Design Level 3 (distinction\*)( distinction)
- Extended Diploma Graphic Design (merit) (merit) (pass)
- Level 2 Functional Skills (maths)

### Queen Elizabeth Girls School Barnet (2008-2013 - GCSE)

- Maths-D
- English-C
- Graphics Design-B
- Art- C
- History-D
- Science BTEC\_ Distinction\*
- ICT-Pass
- RE- C

## EMPLOYERS

### GSS Piling LTD part of the Morrisroe Group (2021 - present)

#### Responsibilities

- General advertising
- Company rebrand
- Speaking on the phone to customers
- Managing social media account
- Creating artwork for magazines
- Creating brochures
- Creating presentations for clients
- Organising and creating artwork for rigs
- Managing & maintaining new website
- Assisting the MD
- Manage marketing calendar & look for new marketing opportunities in the industry
- Update & help manage QMS.

### Creative Graphic Designer - Martyn Gerrard Estate Agents & Abbeytown LTD development company (2016 - 2020)

#### Responsibilities:

- Creating concepts & ideas for campaigns
- Creating artwork across all mediums (billboards, hoardings, magazines, flyers, leaflets, digital advertisement, brochures & more)
- Creating layouts & templates
- Keeping all printed & digital materials up to date and in line with current seasons & the brand
- Vector illustration
- Photo editing & manipulation
- Liaising direct with printers
- Managing projects
- Taking lead on projects
- Managing the outdoor advertisement
- Create and manage the Land and New Homes marketing
- Creating sophisticated artwork for external property developers
- Organising staff themed Christmas party

### Marketing Administrator & PA to Head of Marketing - Martyn Gerrard Estate Agents (2015)

#### Responsibilities:

- Answering calls
- Updating the company's current website
- Creating spreadsheets & reports
- Making amendments on magazine proofs
- Co-ordination of in house events
- Organising promotional bags for shop openings
- Designing flyers
- Assisting directors throughout the day
- Sending of submissions for magazines
- Designing images for the website
- Internal Graphic Design
- Organising the Head of Marketing's emails & diary



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Thank you for taking the time to read my CV, please see my cover letter below explaining a bit more about myself and my previous and current role.

I am a hardworking, loyal person with a passion for all aspects of design. I am no stranger to working under pressure and meeting tight deadlines, in fact, I gain satisfaction when I complete tasks. From a young age, I have had an interest in the Art & Design industry. I studied Art & Graphic Design for GCSE & at College, this started my journey to becoming a Graphic Designer.

Soon after, I wanted to put my studying to work and experience an office environment before going off to University. I landed myself a job at Martyn Gerrard Estate Agents as their Marketing Administrator in 2015. During this time in this particular role, it taught me how to be a much more organised and efficient individual, which means I can deal with requests on demand. The fast-paced environment and role moulded me for my job as their Creative Graphic Designer.

In late 2015 I started to look at university options, which is when my previous boss offered me the opportunity to learn on the job as their sole designer. What started as a couple of flyer designs turned into me being the sole creative lead for Martyn Gerrard, creating yearly campaigns, billboards, property hoardings, 40-page property & lifestyle magazines, window signage & much more. I have played part in them winning multiple awards at two different Estate Agent Award Ceremonies. I follow a project through from concept to completion. Including handling quotes from companies & arranging installations on projects.

I have a very fine eye for detail and you can see this in my work by the personal touches I add. This change in role was down to me spending evenings and weekends learning and working closely with the printing company so I understood how to design to print. Now I am at the point where you could throw any project on me, small or big and I can handle it with ease. One of my skills is having the ability to take a calm approach to projects, I feel this achieves the best outcome.

In March 2020 I decided to take a bold move & leave to pursue other opportunities, my timing may have been the worst as my last day was the day the country went into lockdown. I used this time to learn more and better my skills as a designer. During my time as a designer, I have had the opportunity to design across a lot of mediums & work with some great companies with my freelance business, one area I like to further is my video editing and web design skills.

Also during this time I have set up my own company, called Personalised Pooch Prints, I take pictures of people's pets and create vector illustrations and more which is then printed on canvases, prints, mugs & phone cases. I run and create daily content for our social media pages which has over 2000 organic followers. I am a firm believer in quality over quantity with followers, as it is great to have a load but are they followers who will buy your product? I have spent time engaging and building up a great customer relationship through our social media pages and I strongly believe it's a great tool for any business to thrive.

In 2021 I joined GSS Piling who had recently been acquired by the Morrisroe Group. When I started my main responsibility was to organise the change over to new company branding. This included the website, brochures, presentations, signage on yards and sites, signage on the rigs and vans and much more. Although the new logos were already created, I still managed to add my flare to the overall look and feel of the company.

I am enjoying my time at GSS, learning about a new industry and creating artwork for a new field. My only problem is I don't have a passion for piling & civil engineering or I would stay for a while as I am looking to find my second home. I am looking for new challenges in a field I am truly passionate about. I want to find a company I can grow and build with and potentially have the opportunity to work, learn and share ideas with fellow designers. Thank you for taking the time to read my CV and cover letter, I hope this has enticed you to have a look at my online portfolio showcasing some of my work at **[georginaelainegraphics.com](http://georginaelainegraphics.com)**

Kind Regards,

*Georgina Moles*



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