

Stephanie Smith

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About

A creative problem solver with experience in fast-paced environments, looking for new opportunities to grow professionally. Always eager to put my skills to the test, where I can come up with new ideas and collaborate with others to achieve shared goals.

Skills

Adobe Creative Suite, branding, website design, WordPress, Elementor, email design, Mail Jet, Mailchimp, social media management and content creation, motion graphics, photography & video.

Experience

PureGym Personal Training Academy (PGPTA) Content Marketing Lead

March 2024 - Current

- Developing and implementing the brand's content and design strategy across email, social, digital and printed marketing.
- Creative direction and execution on photography and filming shoots on location, for use in our promotional and educational assets.
- Overseeing the training and development junior graphic designers, up-skilling them on all areas of design and marketing, encouraging their research and ideation skills as well as providing feedback in a constructive manner to help them achieve their full potential.

Marketing Executive

December 2021 - March 2024

- Creating social media content, designing graphics, editing videos, and taking photographs to be used for posts and reels on Instagram, as well as for email marketing campaigns.
- Working with external marketing agencies to implement a long-term email automation project, instigated by myself after identifying a gap in our marketing strategy. The project has increased engagement, across the whole customer life cycle.
- Working alongside various departments, such as sales and customer service to provide creative input and solutions.

Create Hype (Same owners as PGPTA) Multimedia Designer

July 2020 - Current

- Liaising with clients from ideation to the completion of their branding and website projects.
- Designing logos and brand assets and ordering printed marketing collateral.
- Creating bespoke websites using WordPress and Elementor, including e-commerce functionality.
- Photography and videography for use on clients' websites and social media.

Business, Enterprise and Industry Support Services (Covid-19 Support) Call Handler

March 2020 - June 2020

- Support in the response to the Covid-19 pandemic. I received calls on the government set up 'Business Support Helplines' for any sized business to ring up for advice on financial support available to them during COVID business disruption.
- Advising on what financial support was available to them and the requirements and criteria they needed to meet to acquire financial aid.

Gresham Office Furniture
Graphics Assistant

September 2019 - March 2020

- Designing the marketing and sales materials, such as Product Specifications, Brochures and the annual Product Guide.
- Planning content, imagery and copy for the company's social media channels, scheduling through Hootsuite. As well as tailoring content to suit influential interior design events, such as Mix Design Week, Mixology Design Awards and Clerkenwell Design Week.
- Updating and maintaining the WordPress website, adding new products, and imagery and uploading design files. Assisting with product launches and promoting through Mailchimp.

School Lettings Solutions
Graphic Designer

July 2017 - September 2019

- Designing marketing and sales materials, such as flyers, banners and signage.
- Designing content based on sports, leisure, education and recruitment for the company's social media channels.
- Curating content and managing the social media presence and scheduling posts through Hootsuite.
- Updating and maintaining the WordPress website as well as individual booking sites.
- Liaising with external web development, SEO management and PR companies to work on improving and promoting the brand.

Education

2015 - 2017	University of Central Lancashire	Foundation Degree in Graphic Design
2011 - 2012	University of Central Lancashire	Certificate of Higher Education in Fashion Brand Management
2010 - 2011	Runshaw Adult College	BTEC Foundation Diploma in Art & Design
2008 - 2010	Runshaw Sixth Form College	A-Levels in Textiles, Business Studies & Psychology