

Stephanie Smith

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About

Experienced Graphic Designer with over 8 years creating compelling visual identities for brands across beauty, lifestyle, and professional services. Proven track record of leading design and marketing projects that increased email engagement by 50%+ and mentoring junior designers to achieve their full potential. Delivering creative solutions that drive engagement and business growth.

Skills

Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects).
Digital: WordPress, Elementor, HTML/CSS basics, UX/UI principles
Marketing: Social media, email marketing, content creation and photography direction.
Project Management: Client liaison, team leadership, creative briefing.

Volunteering

Marketing Team Member, The Northern Design Festival (2025-Present):
Supporting festival promotion and designer career development initiatives and opportunities for designers across the North.

Experience

Create Hype & PureGym Personal Training Academy (PGPTA)
Multimedia Designer/Content Marketing Lead

July 2020 - Present

My role is a dual position as the directors run both businesses.

Create Hype

- Managing over 15 client relationships on design projects for multiple clients across fitness, beauty, lifestyle and professional service sectors. Liaising with clients from ideation to the completion of their brand identity and website design and marketing projects.
- Collaborating with clients and their teams to ensure accuracy and success, such as website governance for a mortgage broker and legal requirements for skincare product labelling.
- Creating bespoke websites using WordPress and Elementor, including e-commerce functionality using WooCommerce and PayPal.

PGPTA

- Brand strategy development and implementation of the brand's content and design strategy across email, social, digital, video and printed marketing.
- Creative direction and concept development on photography and filming shoots on location in PureGym, for use in our promotional and educational assets.
- Overseeing the training and development of a junior graphic designer, 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.
- Developed and implemented an email automation strategy that achieved 90% open rates for student onboarding and 50%+ for sales nurture flows, working with external agencies using Miro, Mailchimp and Zapier. Project managing my own team as well as an external marketing agency.

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