



07916 159 253



gmoles@hotmail.co.uk  
info@georginaelainegraphics.com



georginaelainegraphics.com



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
- Managing 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

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 roles have been in constantly growing and evolving workplaces, 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, 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 full campaign ideas. I enjoy 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 Advertisements, 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 and Managing director 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.

Working in the industries that I have 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 myself like everyone else on pause. I decided to use this time to better my skills firstly, by 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 people's 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**

In January 2021, I Joined the GSS Piling team as their marketing & graphics coordinator to help assist with their rebrand after being acquired by the Morrisroe group. My role was very diverse, my job was to handle all aspects of the marketing for the company. From organising the new website 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 niche clientele. My other projects included updating all the PPE (Hard hats, high-vis jackets, jumpers & more) I Created artwork for the fleet of rigs & vans, magazine adverts, social media posts, mail out, brochures, and more.

Over the last 8 years, as well as having a full-time job I have worked for many companies with my own graphics & marketing agency. This year I decided to work for myself solely. I am currently consulting a few companies on a day-to-day basis for all their graphics and marketing needs. My main client is the Morrisroe Group. I am currently working with them on all their comms needs including design work, overall marketing strategy for the group, assisting the web developer with three new websites for companies within the group & social media content.

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 that showcases some of my work over the last few years.



Georgina Elaine  
GRAPHIC DESIGN

## CREATIVE SUITE SKILL LEVEL



## SOCIAL MEDIA SKILL LEVELS



07916 159 253



gmoles@hotmail.co.uk  
info@georginaelainegraphics.com



georginaelainegraphics.com



Hertfordshire/North London

## 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

### Marketing & Graphics Consultant (GE Graphics) Morrisroe Group (2022-present)

#### Responsibilities

- Marketing strategy for group
- Company rebrand
- Assisting with new websites
- Managing social media account
- Creating brochures
- Creating presentations for clients
- Managing & maintaining new websites
- Manage marketing calendar
- Assisting with any design needs
- Creating uniform templates

### Marketing & Graphics Coordinator GSS Piling LTD part of the Morrisroe Group (2021)

#### 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
- 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 gift bags
- 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