

ANNA CAMPBELL

CONTACT

■ annacreates@outlook.com
■ www.annacreates.co.uk
■ 07816 063 449

Senior Designer

I am a talented Senior Designer with over 12 years in the industry, passionate about brands and skilled in managing projects from concept stage to final details. I am highly creative, I love ideas and the interplay between image and word.

EXPERIENCE

Freelance

May 2018 - Present

Senior Freelance Designer

I am currently working freelance, on projects ranging from Branding and visual identities to corporate brochures and stationary.

Hattrick Marketing

Sept 2013 - 2018

Head of Design / Senior Designer

I worked at this integrated marketing agency, leading a team of three, conceptualising, designing and artworking high quality and engaging branding and marketing campaigns for a range of clients. It was a highly creative concept-led role in a fast-paced agency which meant being able to work creatively and independently to tight deadlines.

I was the lead creative for the company which meant delivering inspirational conceptual work whilst overseeing the creative direction of the company. My work involved branding projects, creating logos and visual identities for new brands as well as delivering strategic campaigns for a range of clients, writing original and inventive copy, delivering client pitches and presentations and art direction for photography on shoots, as well as producing all elements of an effective marketing campaign for each client, including digital and html elements.

Key Achievements ■ Successfully delivered innovative creative branding projects from start to finish with great results. ■ Management experience supervising 3 designers

DMG Media

Nov 2012 - Sept 2013

Middleweight Designer

I worked at this large media company designing the Marketing material for Mail Travel, Mail Shop and Mail Finance, including supplements, adverts for Daily Mail and Metro, event collateral, email campaigns, website banner creative, promotional literature and idea generation for new pitches.

I re-designed the supplements whilst I was there, creating a more editorial look and feel, suggesting editorial content and creating new graphics. I also directed photo shoots from the in-house studio as well as being the official DMG photographer for several events.

Key Achievements ■ Redesigning the Daily Mail supplements and adverts to a sleeker, more editorial feel, which increased sales. ■ I was the Photographer for the event I ran for Daily Mail and having my photographs printed and put online

BMI Publishing

Sept 2008 - Oct 2011

Middleweight Designer

I worked at BMI Publishing, a travel-trade specialist publishers, across multiple brands creating and implementing innovative layouts and designs on a variety of magazines, designing bespoke marketing material, email adverts and website development, creating experiential graphics for events and new brand identities for external clients. All of this required me to work to a high standard in an often high-pressured environment and to time manage effectively. I originated creative designs from scratch for a variety of supplement magazines produced for external clients such as Tourist Offices and over-saw this artwork from conception through to print as well as working across the company's own brand monthly magazines.

In this role I Art Directed the complete re-design of one of BMI's core magazines from an A5 quarterly to an A4 bimonthly, coming up with fresh, innovative designs for every page of the magazine as well as suggesting new editorial content.

Key Achievements ■ Sole photographer for several of the social events run by the company. ■ Art directed the redesign of one of the core magazines for the company, coming up with suggested editorial content and designing every page from scratch.

Skills and Software

Adobe CC - Indesign, Photoshop, Illustrator, Dreamweaver, Premier Pro, After Effects, HTML and CSS, Mac OSX and PCs. Photography DSLR

CONTACT

- annacreates@outlook.com
- www.annacreates.co.uk
- 07816 063 449

EXPERIENCE

BSKYB Broadcasting / SATV

2010 - present

Designer

I freelanced for SKY Broadcasting's Music Production Library, designing a CD album cover, CD face and A0, A2 and A4 Posters. I subsequently brought this work into Hatrick Marketing and we currently pitch for SATV on a regular basis

Keatons Estate Agents

April 2007 - Sept 2008

Design & Marketing Assistant

I worked in a team of two and was responsible for originating and co-ordinating all promotional material for the whole company, designing and artworking of the 56 page monthly magazine, press advertising including Evening Standard Homes & Property, brochures, flyers, DM leaflets and stationery adhering to company brand guidelines

In this role I designed adverts and the editorial pages of the Keatons magazine, taking artwork from concept to press ready files for print, working to strict deadlines.

I also researched and developed ideas and products for interior and shopping features and liaised with external developers to realise marketing strategies for their developments.

Sharpcards

2006 - 2007

Junior Designer

I worked at this New Media Company as a Junior Designer, designing Mcards for Mobile phones, manipulating and animating existing content and creating original animated and static designs.

EDUCATION

Kensington & Chelsea college

2005 - 2006

Btec Award

Computer Aided Graphic Design Skills

Btec Award

Multimedia

University of Edinburgh

1999 - 2003

MA (hons) Classics - 2:1

I studied both Latin and Ancient Greek language and literature, taking on Ancient Greek at beginner level at university

Putney High School

1991 - 1998

A-Levels

Latin A, French A, History B

GCSEs

9 GCSE: Two A*c, Three As and Four Bs

REFERENCES

Available on request

Skills

Excellent design and layout skills, Highly creative in the origination of ideas
Highly organised and able to work under pressure to meet multiple deadlines
Excellent communication and project management skills
Meticulous attention to detail.