

# KAREN DAVIES

BRANDING • GRAPHIC DESIGN • WEB DESIGN • DIGITAL MARKETING

I am a **friendly, outgoing and highly creative** individual with a passion for design. I am passionate about taking ideas & concepts and bring them to life in the form of graphic design content. I have a very strong understanding of branding, graphic design, web design and digital marketing - both offline and online.

[VIEW PORTFOLIO](#)

## SOFTWARE

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe After Effects
- Figma
- Microsoft Office
- Google Tools/Drive
- Wordpress/DIVI/CSS
- MailChimp/ActiveCampaign
- Leadpages
- ClickUp
- Notion
- Basecamp
- Trello
- Canva
- Kajabi
- Filmora
- Podcastle
- Later/Planoly/Hootsuite/Pallyy
- Dubsado

## SKILLS

- Excellent communication skills
- Excellent IT skills
- Exceptional creativity skills
- Strong visual sense
- Strategic thinker
- A strong team player
- Highly organised
- Detailed-orientated
- Deadline-driven
- Self motivated
- Highly proactive & driven
- Project management skills
- Leadership skills
- Webinar experience
- Video/audio editing skills
- Strong digital marketing skills
- Copywriting skills

## WORK EXPERIENCE

### Director | Graphic & Website Designer

2017 - to date

#### *Pink Lemon (self-employed)*

##### Branding & Graphic Design

- Developing rough drafts of concepts
- Crafting brand identities from concept through to final delivery
- Creating Brand Guidelines
- Designing logos
- Creating mood boards
- Designing vehicle graphics
- Retouching & editing images using Photoshop
- Hosting client calls to discuss briefs and present ideas
- Design of marketing assets including, social media posts and ads, email marketing newsletters, brochures & leaflets
- Creating pitch & webinar presentation documents
- Creating digital brochures for online use
- Designing infographics
- Writing project briefs
- Creating visual mock ups
- Commissioning external suppliers such as printers & photographers to support with projects

##### Website Creation

- Creating wireframes and prototypes
- Designing websites
- Building websites on Wordpress platform
- Updating & reviewing websites
- Provide hosting support & ongoing website maintenance
- Integrating SEO into websites
- Setting up, monitoring & reporting Google Analytics
- Providing training for clients and team members

##### Digital Marketing

- Developing digital marketing strategies
- Writing marketing copy
- Creating social media content
- Creating digital newsletters
- Designing landing & sales pages
- Creating & setting up lead magnets to build email lists
- Setting up email nurture sequences
- Setting up Facebook Groups & platforms
- Creating & editing videos & reels
- Social media marketing (Instagram, Facebook, Twitter & LinkedIn)
- Writing & delivering webinars & workshops

## AWARDS

- KWIBA 2023 – Winner
- KWIBA 2021 – Winner
- Kent Business Awards 2021 – Finalist
- KWIBA 2020 – Runner-up
- IBAK 2020 – Runner-up
- IBAK 2019 – Finalist
- KWIBA 2019 – Finalist

## EDUCATION

### 2:1 Upper BA Hons

#### Graphic Media Degree

UCA, Maidstone – 2010–2011

### 1st Class Graphic Media Foundation Degree

UCA, Maidstone – 2008–2010

### Art & Design Diploma

Mary Ward Centre, London  
2006–2008

### Distinction

#### Typography Design + Graphic Skills + Visual Thinking

London College of Communication  
2004 – 2006

### B AS Level Fine Art

Heatherley School of Fine Art, London  
2002 – 2003

### GNVQ Business Distinction

#### 8 x A–C GCSE

Westlands School, Sittingbourne  
1991 – 1997

## REFERENCES

To be provided on request

## CONTACT

 07791 302 940

 hello@karen-davies.com

 www.karen-davies.com

 karendaviesco

## Graphic & Web Designer

Mar 15 – Jul 16

### CDP Design Agency, Sevenoaks

During my time at CDP, I worked with a small team of designers designing for print and web. I designed various brochures for large Clients including Brett & SSQ and I have produced animated web banners for marketing purposes. I designed e-shots on a regular basis, created PowerPoint presentations and designed & built websites. I produced logos and other business collateral such as letterheads, business cards and compliment slips. I also designed leaflets, pop-up display banners and posters. I also designed the CDP app and built it using Mag+.

Part of my job was being involved in Client discussions and attending Client meetings. I was responsible for coming up with design concepts and then developing them through to final production. I have good working knowledge of CSS so I was able to liaise directly with Developers. I am strong in my design, communication, software and management skills.

## Graphic & Web Designer (Freelance)

Jan 12 – Feb 15

Due to redundancy, I worked as a Freelancer for many different Clients, some of which include **The Economist, CFA UK, Powakaddy, Recreate Design, Würth, Gardiner Distribution, Diocese of Canterbury, Trinity Church, Cook Food and Gallery Direct**. My work included print, branding and designing websites.

## Graphic & Web Designer

Jun 11 – Nov 14

### Powakaddy, Sittingbourne

During my time at Powakaddy I was responsible for all graphic design work within Powakaddy and sub brand, Hill Billy. My main duties included designing Powakaddy's new packaging range, designing new season product brochures, creating new logos for products, designing artwork for point of sale items, producing email e-shots for consumers & retailers, producing web banners for retailer websites, creating quarterly e-newsletters, designing graphics for exhibition boards, manipulating and editing images, designing artwork for monthly in-store promotions, designing promotional web pages, ensuring all artwork and logos are used in-line with the brand guidelines, designing and building promotional Facebook pages, managing Powakaddy & Hill Billy's social media accounts – Twitter, Facebook & LinkedIn, tracking website usage through Google Analytics and providing weekly updates and assisting the Marketing Manager on the Photoshoot for the new product range.

## Junior Graphic Designer

Jul 10 – Jun 11

### Wonderful Creative Agency, Maidstone

Whilst completing the final year of my design degree, I worked part-time at Wonderful Creative Agency. I worked very closely with the Creative Director to produce conceptual ideas for promotional campaigns and new business pitches. I also created artwork for logos, brochures, posters, invitations, websites and iPhone applications.

## Senior PA / Graphics Assistant

Jul 09 – Sept 09

Jun 06 – Apr 08

### RHWL, London

My key responsibilities included working with designers and architects in the preparation of design documentation, co-ordinating and editing material for the publishing of stage submission packages, the design and implementation of practice sector-based brochures, producing PowerPoint presentations for client meetings, creating design boards for public consultations, producing RHWL's bi-monthly newsletter which I designed and developed on behalf of the PR committee, managing the 'news' section on RHWL's Intranet, managing the image library and assisting with ad hoc duties for the Graphics team.