



BETH BOWMAN.

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EDUCATION.

BA (HONS) FASHION COMMUNICATION & PROMOTION - 1ST CLASS

@ NOTTINGHAM TRENT
2015 - 2018

UAL ART & DESIGN FOUNDATION DIPLOMA - DISTINCTION

@ SUSSEX DOWNS COLLEGE
2014 - 2015

A LEVELS IN ART, ENGLISH LANGUAGE & FRENCH - A. B. C.

@ SUSSEX DOWNS COLLEGE
2012 - 2014

GCSE'S - A*A*A*A*A*A*A*B*C

@ BEDE'S SENIOR SCHOOL
2009 - 2012

INTERNSHIPS.

GRAPHIC DESIGN INTERN @ SKINNYDIP

AUGUST 2018

Designing content for web & print using illustration, animation & typography to create on-brand visuals across various departments.

SOCIAL MEDIA INTERN @LFA PR

JUNE - SEPTEMBER 2016

Managing agency & client social accounts, plus designing printed and digital media for client briefs.

See more on LinkedIn here.

HELLO!

With over a year's experience of working within digital marketing for the hospitality industry, I have enhanced and developed a range of skills including multi-channel design using Adobe Suite, social media and website management including HTML, and copywriting across a range of platforms. Exercising strong attention to detail, I enjoy creating intuitive design including typography, graphics and illustration. I am looking to work with an innovative and exciting brand, where I can continue to grow and develop my skill set in a creative and collaborative environment.

EMPLOYMENT.

DESIGN & DIGITAL COORDINATOR @ ARTIST RESIDENCE

NOVEMBER 2019 - PRESENT

I am responsible for designing, publishing and maintaining all multi-channel content for AR, ensuring all online content, social media channels, email marketing, and guest touch-points are effectively communicating and strengthening the brand. Working across InDesign, Illustrator and Photoshop, I take care of all printed guest facing design, helping to target key up-selling and guest retention opportunities. Alongside this, I manage and report on the various AR social accounts, creating timely content and promotional stories for paid advertising. Time management and project coordination are key in my role for ensuring all deadlines are met with work produced to the highest standard. Day to day, I work on Wordpress, using HTML when necessary and time manage using Asana.

MARKETING ASSISTANT @ ARTIST RESIDENCE

NOVEMBER 2018 - NOVEMBER 2019

Assisting our marketing manager with a range of tasks and briefs within the marketing department and across the wider business. These included managing the social channels for AR and our sister restaurants, creating photographic and digital content for our online channels and managing all press enquiries for stays, coverage, and photography. Alongside this, I set up systems in order to track social growth and assisted with the designing and sourcing of all printed media, visiting sites to ensure all marketing materials were implemented correctly. This included ensuring our hotel and restaurant websites were up to date with new menus, photography, events and special offers and designing and producing email marketing for AR & our restaurants.

DIGITAL CONTENT CREATOR @ LFA PR

SEPTEMBER - NOVEMBER 2018

Following a successful internship with LFA in 2016, I worked with the agency on a freelance basis as their in-house content creator. This position included writing content for the LFA blog and client sites, producing content that aligned to each brand's consumer.

GRAPHIC DESIGNER @ FREELANCE

SEPTEMBER 2017 - PRESENT

During the final year of my degree and post graduation, I have worked on a range of freelance design projects including producing menus and promotional material for an independent coffee shop, a logo commission for the University of Huddersfield, a range of exhibition guides for a female art collective and creating all graphic content for my NTU degree show.