

BETH
BOW-
MAN •

GRAPHIC DESIGN
VISUAL COMMUNICATION
CONTENT CREATION

CONTACT

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PORTFOLIO

To see examples of my
previous work, please visit:
bethbowmancreative.com

ABOUT

I am a first class honours creative graduate with a range of experience at junior graphic designer level, providing contemporary, visually exciting solutions for multi channel media, including web content, social media campaigns and customer facing print. I am fluent in Adobe Creative Suite and have a working knowledge of Microsoft Office. I am highly organised and hard working, thriving in fast paced and dynamic working environments. I enjoy working to deadlines and have strong experience with working to brand guidelines within both small and large scale brands.



EMPLOYMENT

**CONTENT CREATOR @ THE
LIFESTYLE AND FASHION
AGENCY, LONDON**
SEPTEMBER 2018 - PRESENT

Following a successful internship with LFA in 2016, I am now working at the agency on a freelance basis as their in house content creator (short term contract). This position includes writing content for the LFA blog and the sites of a range of clients, producing content that aligns to each brands consumer. I am also responsible for posting regular content for LFA's sister brand, PR dispatch, which aims to provide transparent PR advice to start up brands. Alongside this, I am producing graphics and visuals for a range of briefs and platforms.

**FREELANCE GRAPHIC
DESIGNER**
SEPTEMBER 2017 - PRESENT

I am currently working as a freelance graphic designer alongside my employment at LFA. I am working on a project with Urban Ground Coffee to produce promotional material for their events and to redesign their in store menus. Other recent projects include a logo commission for University of Huddersfield, a range of 'How To' guides for a female art collective and creating all graphic content for the NTU Fashion Communication & Promotion degree show. This included creating a logo, brand identity and a range of printed and digital media.

PART TIME EMPLOYMENT
2012 - PRESENT

For the last 6 years I have continued to consistently balance part time employment with my educational commitments, allowing me to work within a range of changing teams and utilise strong time management skills to ensure all deadlines are met.

INTERNSHIPS & EXPERIENCE

**GRAPHIC DESIGN INTERN
@ SKINNYDIP LONDON**
AUGUST 2018

I have recently completed a Graphic Design Internship with Skinnydip London where I had the opportunity to work on a wide range of projects and briefs for the brand and their upcoming industry collaborations. These included producing a wide range of digitally designed Instagram content, using gifs, animation and typography to create exciting, on-brand visuals. I also had the opportunity to produce a variety of printed media including a flier for Skinnydip's Japanese launch and a brand book for concession stands. During my internship, I was continuously sent briefs by various departments within the brand that each required a unique combination of skills and ideas. This required me to prioritise my workload and multi task briefs to ensure all content was within the brand guidelines and produced to deadline.

**STUDIO INTERN
@ HEY GIRL MAGAZINE**
AUGUST 2017

During my time with the magazine, I assisted with market research, looking into how Hey Girl could progress as a brand & increase its reach. I also produced promotional material to scout new talent to be featured in the upcoming Scent issue.

**STUDIO INTERN
@ MARINA LONDON**
JULY 2017

I assisted with the closing of their Pop Up 'The Basics Store', which involved organising stock & packaging pieces to be returned to the various brands involved, exercising a strong eye for detail. I also spent some time with the brand at their studio, assisting with stock levels & packaging clients orders. It was really interesting to see behind the scenes of a high end fashion brand; seeing how their pieces progress from design ideas to consumer purchases.

FASHION EDITOR
@ PLATFORM MAGAZINE
SEPTEMBER 2016 - MAY 2017

EVENTS COORDINATOR
@ NOTTS COMTEPORARY
MARCH 2017

SOCIAL MEDIA INTERN
@ THE LIFESTYLE AND FASHION AGENCY
JUNE 2016 - SEPTEMBER 2016

CONTRIBUTING WRITER
@ VARIOUS
2015-2016

During the second year of my degree, I was the Fashion & Beauty editor of my university's publication, Platform Magazine. The role entailed providing **content ideas**, editing & **scheduling articles** on Wordpress & running the section's **Instagram account**, as well as recruiting & motivating content providers.

The event was centred around the existence of subcultures, creating risograph printed zines that conveyed key ideas about a range of traditional and current subcultures. Running this workshop allowed me to **work within a small team**, considering the **budget, time management** and practicality of the event.

At LFA, I was able to experience a variety of aspects of **independent Fashion PR**. It was incredibly interesting to understand how PR works at a more intimate level; from learning industry jargon, to understanding how brands gain coverage in magazines, my time with LFA provided me with a range of transferable & industry specific skills. I was responsible for **taking & sourcing imagery** for the social media accounts of both LFA & **various clients**, as well as writing **blog content, social media strap-lines & captions**. I produced a **website** and **lookbook** for the clothing brand A.C.F, **designing banners and visuals** tailored to the clients brief. A highlight of my role was being given the opportunity to **plan, source, shoot & edit** two **product shoots** for a new client. Following this, I was asked to re shoot the **LFA website** visuals, **creating page headers and product imagery** for the launch of new agency services. These projects allowed me to gain **creative confidence** & **build strong working relationships** with both the LFA team & our clients.

I have written articles for Sunday Girl Magazine, Intern 247 and Liz Parry PR on a range of topic areas. This helped **broaden my writing portfolio** and allowed me to experience the whole writing process, from **pitching to publishing**.

EDUCATION

FASHION COMMUNICATION & PROMOTION
@ NOTTINGHAM TRENT UNIVERSITY
2015-2018

During my time on the course, I had the opportunity to develop & learn new skills that are directly transferable to industry. **Teamwork** played a prominent role in each of our modules, working with a variety of creative individuals. Through using a range of **research methods**, I have had the opportunity to produce an array of outcomes, including **industry trend reports, promotional films & advertising campaigns**. These have required a variety of skills including **styling, art direction, graphic design, content writing, photography, post-production editing & trend research**, all to tight deadlines.
(1st Class Honours Degree)

UAL ART & DESIGN FOUNDATION DIPLOMA @ SUSSEX DOWNS COLLEGE
2015

Specialising in **Fashion & Textiles**, I found the year to be invaluable, as the skills that I gained have been transferable in my further studies & employment. These range from creating **shoot plans** to designing collection look books, which required skills such as **styling, art direction, graphic design** & the use of various **adobe programs**.
(Distinction)

SUSSEX DOWNS COLLEGE
2012-2014
BEDE'S SENIOR SCHOOL
2012

A Levels in Art (A), English (B), French (C), Dance AS (B)

GCSE's (A*A*AAAAAABC) including **IGCSE English & Maths at grades AAA**

REFERENCES

PROFESSIONAL CONTEXT

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EDUCATIONAL CONTEXT

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