

KATE ANDERSON

Graphic Designer and Marketer

PROFILE

Adaptable and passionate Graphic Designer and Marketer with experience of both digital and traditional design. I have successfully planned and delivered multiple marketing designs for national and international campaigns across a variety of industry roles including Publishing, Charities, Education, and Membership Organisations.

I work efficiently to a high standard and have a keen eye for detail.

EXPERTISE

- Adobe Photoshop, Illustrator and InDesign
- B2B and B2C experience
- Brand Management
- Campaign Marketing
- Channel Strategy
- Copywriting
- Digital and Traditional Marketing
- Dotmailer and Microsoft Dynamics
- Email Marketing and Segmentation
- Google Analytics
- Graphic Design
- HTML and CSS
- Merchandising
- Project Management
- Social Media
- Stakeholder Relations
- Website Management
- Wordpress

EXPERIENCE

MARKETING COORDINATOR

Perennial Charity | May 2017 - Current

In charge of the graphic design, copywriting and editing of all marketing and events collateral, charity adverts, and company documents. Management of the Perennial Shop catalogue, website editing, image management and stock assistance.

Perennial Key Achievements

- Graphic design, copywriting, and production of annual Impact Report
- Management of the design and production of the Annual Report, and the GRBS Perennial Christmas catalogue 2017.

CAMPAIGN MARKETING EXECUTIVE

AQA | Feb 2016 - May 2017

Responsible for design and copywriting of email marketing campaigns across 13 academic qualifications and 9 vocational qualifications.

Managed the Launch and Nurture campaign planning and multiple channel delivery for both vocational and academic AQA subject qualifications. Collaborated with internal and external stakeholders to ensure projects are developed, planned and delivered within budget and timescales.

AQA Key Achievements

- 80% increase in expressions of interest in upcoming events and resources for new Design and Technology vocational qualifications.
- Development and delivery of launch campaign for GCSE and A-level Design and Technology, with a 20% increase of customer engagement.
- Planning and delivery of Commit to Teach campaign for A-level Dance, obtaining full market share and an additional 2% acquisition of new teachers.
- Managing the webinar sessions for GCSE and A-level Design and Technology, as well as all marketing promotion. 50% conversion for attendance rates.

MARKETING ASSISTANT

CIOB | Oct 2012 - Dec 2015

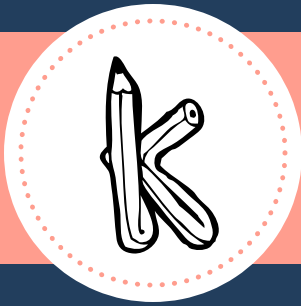
Inhouse graphic design, copywriting and editing of all marketing collateral and company documents.

In charge of all email campaigns including copywriting, template design, data segmentation, and staff training.

Agency management for any out-sourced marketing collateral design and print, SMS campaigns, and video production.

Campaign management for international and national events and membership campaigns.

General admin including managing CIOB magazine subscription enquiries, merchandise, and the management of the internal staff marketing portal.



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CONTACT



+44 (0)7880 236832



kat_mg_anderson
@hotmail.com



kmganderson.com

SOCIAL MEDIA



@katemganderson
@pictorial_invent



@kmganderson



/katemganderson

CIOB Key Achievements

- Relaunch of Professional Development Programme (PDP) route for Graduates to gain Chartered Membership. Campaign increased uptake by 66% in the first 12 months from 2013 to 2014, with £33k ROI.
- Launch and management of Student Communication and Upgrade Campaign across multiple channels. Achieved International growth of student member subscriptions by 30% and resulting upgrades via the PDP route.
- Promotion of the Fellowship Upgrade Campaign. Applications increased by 200% from 2013-14, with £25k ROI.

SALES AND MARKETING COORDINATOR

Audley Retirement | Apr 2010 - Feb 2011

Design and copywriting of all marketing material for events and activities at the Villages and HQ.

Website management and copywriting for news and events, and reporting of engagement via Google Analytics.

Design and management of direct mail campaigns.

Correspondence and ongoing management with contact leads via the company CRM database.

Designing and producing the Audley Staff Newsletter.

Organising and managing the advertisement of the Audley Ltd retirement villages.

Audley Retirement Key Achievements

- Direct Mail to the CRM database. Increased enquiries by 20% across multiple villages.
- Proposed, designed & produced taster brochure for new retirement village launch, Binswood Hall.

EDUCATION

UNIVERSITY OF WINCHESTER

2005 - 2008

Joint Bachelor of Media Studies and Creative Writing

BROOKLANDS COLLEGE

2003 - 2005

A-levels: Graphic Design, Media Studies, Psychology

AS: Music Technology

INTERESTS

Volunteering and fundraising for charities are a keen interest of mine. I was part of the Woking Rotaract Club until this year, where I designed the promotional materials of our yearly fundraising events.

Besides drawing and designing in my spare time, I've always had a love of reading fiction, including Historical Fiction, Fantasy, Young Adult and Science Fiction. I'm currently editing my first novel, and writing my second.