

WILL HOLDSWORTH

www.willholdsworth.com
hello@willholdsworth.com
07903377729
Wixams, Bedfordshire, MK42 6FA

QUALITIES

10+ years of global B2C, B2B and B2B2C e-commerce design and marketing experience.

Extensive experience as a marketing strategist/designer with a generalist skillset including 2D/3D design, typographic design, digital design, photography, videography, video editing, motion graphics, and UI/UX design.

Comfortable both self-directing projects and contributing/managing teams with a respectful and diligent work ethic.

Comprehensive experience directing internal teams and external stakeholders to deliver effective campaign strategies.

Adept at ensuring company ethos, campaign strategies and brand messaging remains consistent at a global scale.

Enthusiastic approach to creative problem-solving with an intuitive ability to learn new skills quickly.

SKILLS

- Digital Design, Typography & UI/UX Tools (Adobe Creative Suite - Photoshop, Illustrator, InDesign, Firefly AI, Adobe xD (Figma alternative))
- Video Production (Davinci Resolve, Adobe After Effects)
- 3D Design and Animation (Blender)
- Microsoft Office Suite (Excel, Word, PowerPoint)
- Email Marketing/Analysis (Mailchimp)
- Social Media Management/Analytics (Later.com)

EDUCATION

2:1 UPPER SECOND CLASS
BA (Hons) Illustration / Graphic Design
The University of Portsmouth

DISTINCTION
Foundation Diploma in Art and Design
Oaklands College St. Albans

A-LEVELS
Photography, Art, Psychology

10 GCSE's INCLUDING
Mathematics **B** English **BC** Science **BB**
The Hemel Hempstead School

10+ YEARS OF PROFESSIONAL EXPERIENCE

SENIOR MARKETING DESIGNER
FUTURE SOUND & VISION LTD
NOVEMBER 2017 – PRESENT (42.5)

Responsible for generating all visual content, guidelines, marketing strategies, and collateral for Future Sound & Vision and its subsidiaries (Future Automation, Matthew Hill Bespoke, Shading Pro).

- Executed comprehensive rebrand of FSV and its subsidiaries to align their creative output with target markets and wider business objectives that set the stage for a 24x growth in revenue over 7 years.
- Self-developed a 3d skillset to become a more effective visual communicator, resulting in helping to secure multiple residential and commercial contracts with clients including Harrods, Apple, and Tottenham Hotspurs.
- Coordinated with global distribution network to deliver print and digital advertising for localised campaigns.
- Directed and executed multiple photo and video shoots of completed projects used across marketing collateral and campaigns.
- Set up and grew multiple social media channels to attract architects and interior designers to specify solutions for their projects.
- Collaborated with engineering and sales teams to deliver large format artwork, marketing materials and social media strategies for multiple annual tradeshow stands at USA and EMEA venues.

GRAPHIC DESIGNER
IZABELLE HAMMON
JULY 2017 – NOVEMBER 2017 (37)

Created visually distinguished design/marketing materials for events, e-commerce and quarterly product releases.

- Conceptualised and created two new product range releases working closely with directors, design managers, and social media coordinators.
- Increased efficiency of imaging team by directing photoshoots of products and packaging to generate templates that were simple to manipulate in post-production.
- Delivered a physical/digital product guide for external stakeholders for the first time.

PHOTOGRAPHER & MARKETING COORDINATOR
HARRIET KELSALL BESPOKE JEWELLERY
MARCH 2014 - JULY 2017 (37.5)

Innovated at a senior level of the marketing team producing all imagery and design work to transition to an online-focused retail experience.

- Created efficient image production pipeline to deliver 'magazine-worthy' studio and lifestyle imagery of all previous bespoke commissions in a fast-paced environment.
- Conceptualised, pitched and delivered quarterly digital and print campaigns that aligned customer age with national average engagement age.
- Executed a full rebrand of the business collaborating with external design and web-development agencies to overhaul the look and feel of the brand.

BRAND AMBASSADOR
TED BAKER
JUNE 2012 - MARCH 2014 (40)

Delivered a customer-first luxury retail experience with a focus on personalised service, product knowledge, and maintaining high visual merchandising standards.

- Acquired in-depth knowledge of new product releases during head office training events and leveraged this knowledge to design and deliver internal staff training sessions, aligning product understanding with customer needs and brand values.
- Completed an intensive internal customer interaction training program, which equipped me with the skills to provide exceptional customer service to both new and returning customers.
- Contributed to achieving sprint and stretch sales targets by upholding high visual merchandising standards, proactively informing customers about ongoing promotions, and adhering to security policies to ensure inventory accuracy.