k8e.

PERSONAL DETAILS

Katie Alchin | 19 Downview Road, Findon, West Sussex, BN14 0UX
Tel. 07786212317 | **E-mail:** ask_k8e@outlook.com | **Portfolio:** k8e.co.uk

ABOUT ME

I found my niche in Graphic Design and have settled here for over 10 years now through my career and also pursuing some ad-hoc freelance. I get my kicks from rewarding projects, seeing my ideas through to fruition and being able to make a difference in whatever workplace I am in.

I bring a keen, professional level headed approach to any new position and I pick up new processes very quickly. I integrate well within a team, and am comfortable liaising with any level of stakeholder within a business. I am also perfectly capable to work to my own initiative and prioritise my workload accordingly.

I live with my partner in our dream location which we worked really hard to achieve, and live everyday in a semi building site as we work on renovations. My parents live in France, so this is my only holiday destination! I love cooking and baking, if you're considering hiring me, this should be a deciding factor - Im willing to bake for an interview...

I play netball in a league and like to partake in some yoga as its good for the mind! I have two cats and a dog so much of my free time is spent on walks across the South Downs as it is literally on my doorstep.

THE CLEVER STUFF

CIM CERTIFICATE - LEVEL 4 - Sept 2017 - July 2018 CIM ACADEMY
CERTIFICATE IN PROFESSIONAL MARKETING (+ DIGITAL MARKETING MODULE) -**DISTINCTION**

DIPLOMA - May 2016 Shaw Academy
PHOTOGRAPHY (Foundation Course) - **DISTINCTION**

DIPLOMA - April 2016 Shaw Academy
PERSONAL NUTRITION (Foundation Course) - **DISTINCTION**

HNC - 2008-2010 Northbrook College Sussex
GRAPHIC DESIGN - **DISTINCTION**

CITY & GUILDS - 2003-2004 Northbrook College Sussex
INTERIOR DESIGN - **PASS**

A LEVEL - 2001-2003 Boundstone Sixth Form College
ART - PAINTING & DRAWING - **A** | ART - PHOTOGRAPHY - **C** | ENGLISH LANG & LIT - **D**

GCSE - 1997-2001 Boundstone Community College
ART - **A** | TEXTILES - **B** | MEDIA STUDIES - **B** | ENGLISH LANG - **B/C** | ENGLISH LIT - **B**
SOCIOLOGY - **C** | MATHS - **D** | DOUBLE SCIENCE - **E** | FRENCH - **E**

SKILLS

●●●●● Mac OS	●●●●○ Design for Web
●●●●○ Windows	●●●●● Design for Print
●●●●● Adobe Illustrator	●●●●● Photography
●●●●○ Adobe Photoshop	●●●●● Social Media
●●●○○ Adobe InDesign	●●●●○ Email Marketing
●●●○○ Microsoft Office	●●●○○ Management
●●○○○ HTML knowledge	●●●●● People Skills
●●●●● Content Writing	●●●●○ Problem Solving

EMPLOYMENT

FINE CUT GROUP

Brand & Design Manager (June 2018 - Present)

I returned back to Fine Cut in a different role, armed with many new skills and experiences to manage the branding and marketing of the main company Fine Cut and its four sub brands.
Having previously worked with the company I have good insight and knowledge of all the brands and have worked hard in rebranding two of them over the past few years along with undertaking a large variety of other every day tasks.

Roles & Responsibilities

Brand & Design Manager

- Management of artwork studio - three artworkers/designers
- Allocation and organisation of work flow
- Management of large bespoke projects including design and R&D
- Overseas & UK visits to exhibitions and shows
- Researching new machinery and products
- Artwork proofing to clients for bespoke projects
- Marketing material design - business cards, brochures, product cards and all promotional material
- All company product photography and editing
- Design of anything outside of standard customer artwork
- Management of 5 internal very different brands;
- Design / marketing representative in marketing meetings for 5 brands
- Email mail outs & landing pages via CRM - design / create / schedule
- Social Media management - images / stories / content writing
- Website content and design aspects / updates for 4 different sites
- Sales support materials - via email mail outs / documents / printed literature
- Printed adverts / advertorial management & design
- Co-management of one brand - sales / marketing / work flow / customer artwork / R&D

LEADERS LIMITED

Middleweight Designer (January 2018 - June 2018 | My team was made redundant)

Roles & Responsibilities

- Design for all internal marketing materials including flyers, brochures, sponsorship banners, social banners and e-shots
- Creation of internal documentation and marketing and design brochures
- Overseeing of all annual campaigns - the scheduling and content of these campaigns
- Creation and maintenance of postcode accurate national map for all branches

EMPLOYMENT CONTINUED...

MOTOFX LIMITED

Designer (September 2015 - December 2017)

Roles & Responsibilities

- Design for commercial signwriting
- Design and templating fully wrapped vehicles
- Design for shop front fascias, window graphics, signage and wall wraps
- Set up for large format print and cutting of graphics using plotters and software
- Main point of contact for clients via email and phone
- Organising and managing the work schedule for the fitters every week
- Organised the bookings of clients
- Liaison with suppliers, placed orders and generated quotations

FINE CUT GROUP

Designer (February 2011 - March 2014)
Studio Manager/Designer (March 2014 - September 2015)

Roles & Responsibilities

Studio Manager

- Management of two artworkers/designers
- Allocation and organisation of work flow
- Management of large bespoke projects including design and R&D
- Design representative in weekly production & quarterly marketing meetings
- SC21 Creative Management representative
- Overseas & UK visits to exhibitions and shows (visitor & exhibitor)
- Researching new machinery and products

Designer

- Artwork proofing to clients
- Production & pattern artworks for print & cut processes (digital print, screen print. engraving)
- Marketing material design - business cards, brochures, product cards and all promotional material
- All company product photography and editing
- Quarterly Newsletter / E-newsletter (HTML) monthly design and content
- Social Media site management - images stories and content
- Exhibition stand design - including all promotional give-aways/design/literature
- Design for Web (company website) / Some HTML - back end web site building

PREVIOUS NON-DESIGN RELATED EMPLOYMENT

JACOB STEEL ESTATE AGENTS

Lettings Negotiator (January 2011-February 2011)

PUNCH TAVERNS THE BULLS HEAD

Waitress & Bartender/Supervisor & Keyholder (June 2009-January 2011)

DORMA GROUP LTD

Concession Manager (March 2006-March 2009)

MONTGOMERY TOMLINSON LTD

Sales Consultant for Made-to-Measure Curtains (June 2004-March 2006)