

HANNAH LAWRENCE

GRAPHIC DESIGNER & MARKETING PROFESSIONAL

CLICK HERE TO VIEW DESIGN PORTFOLIO

CONTACT

07969044692
hello@point-creative-design.co.uk

SKILLS

Logo Design
Packaging
Brochure Design
Copywriting
Creating Website & Web Content
Email Campaigns
Presentation Design
Print & Digital Ad Design
Socials
HTML & CSS

SOFTWARE/TOOLS

Adobe; Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
Office 365; Powerpoint, Word, Excel, Sharepoint, Google Sheets, Slides & Docs
CMS Systems; Shopify, Magento, Wordpress, Squarespace
Email software; Mailerlite, Klaviyo, Spotler, Mailchimp
Keynote, Canva, Vectorworks

EDUCATION

2017: An Introduction to Premiere Pro
2016: HTML & CSS for Beginners
2005 - 2009: Glasgow School of Art,
BA (HONS) Interior Design (2:1)
2003 - 2005: Wisbech Grammar School,
A Level Art (A), Textiles (A) and English (B)
1998 - 2003: Wisbech Grammar School,
x9 GCSEs (A-C)

PERSONAL STATEMENT

I'm a multidisciplinary Graphic Designer and Marketer with over 15 years' experience across in-house and freelance roles. My work spans brand identity, packaging, print, digital campaigns and presentations, with experience across beauty, food and drink, lifestyle and financial services. Combining hands-on design skills with marketing expertise, I take projects from initial concept to finished artwork, creating cohesive designs that connect with audiences and support wider business goals.

EXPERIENCE

Freelance Graphic Designer
February 2024 – Present

Delivering design and marketing projects for clients across beauty, food, retail, financial services and events. Managing projects from initial brief and concept development through to artwork, production and campaign delivery.

Highlight projects include:

• Nuu Collective — Created 14 brand identities for toy ranges, alongside packaging and retail promotional displays for approximately 200 products sold in Poundland and Home Bargains.

• IzzoSew — Developed social media strategy, content calendars and email campaigns, creating copy, graphics and video content to promote sewing retreats, courses and an online membership.

• Flora & Curl — Developed packaging concepts for haircare brand, exploring visual approaches to product presentation.

• Stonebridge — Designed and managed monthly recruitment email campaigns, created LinkedIn graphics and produced a branded PowerPoint tender documents.

• Joive Financial Services — Designed and built a website, translating the business's services into a clear, accessible online presence.

• Zoi Olive Oil — Created promotional print materials to communicate the brand and showcase its products.

• Corporate events — Designed presentations and on-screen graphics for clients including Boston Consulting Group, St James's Place and the Mother & Baby Awards 3 years running, with on-site content operation for live events.

PERSONALITY

Excellent visual & verbal communication skills with a talent for creative writing

Creative thinker and problem solver

Attention to detail with high standards

Efficient and organised; able to prioritise a hefty workload with multiple moving parts

Honest, reliable & accountable

Approachable & personable with a good sense of humour

REFERENCES

Richard Brewin at Nuu Collective
Richard@nuucollective.co.uk
07507391309

Lesley Sharkey at Stonebridge
lsharkey@stonebridgegroup.co.uk
07748186859

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Based in Norfolk

THANK YOU.

Design & Content Brand Manager, Jerome Russell
March 23 – February 24

In this in-house role I created design and marketing materials across a portfolio of eight hair and skincare brands, including Bblonde, maintaining a consistent brand identity across packaging, retail, print and digital channels.

- Designed packaging for new products, taking concepts from initial mock-ups through to print-ready artwork, and refined existing designs to improve consistency across product ranges
- Created logos for three new product ranges
- Developed campaign assets across outdoor advertising, print, Amazon A+ content and social media, including London Underground 48-sheet adverts
- Designed retail display artwork for use across approximately 800 Superdrug stores, including freestanding units, blip trays and aisle fins
- Produced trade presentations, brochures and exhibition graphics to support sales and retailer engagement
- Contributed to brand development workshops, helping define brand values, tone of voice, content themes and product messaging

Designer & Marketing Manager, Courageous Spirits
August 22 – March 23

Courageous Spirits is an innovative drinks business. As Designer & Marketing Manager, some of my key responsibilities included:

- Product development, including pack design, COG analysis
- Developing artwork for all Point-of-Sale materials (including major retailers such as Tesco) & merchandise
- Design of all consumer-facing promotional materials, including website assets, email campaigns, social media, print ads & OOH
- Developing our strategy for ecommerce, which included UX evaluation, designing campaigns, monitoring traffic sources, SEO, conversion rates and implementing strategies for repeat business
- Design of all trade-facing promotional materials, such as brochures, presentations and exhibition stands
- Product photography

Designer & Content Marketing Manager, Shearer Candles
January 18 – August 22

Shearer Candles is a creator & purveyor of lifestyle candles. As Designer & Content Marketing Manager, some of my key responsibilities included:

- Design of all consumer-facing promotional materials, including redesign of the website, email campaigns, social posts & promotional videos
- Reporting on success of ecommerce site and developing campaigns to drive traffic & convert
- Assisting Head of Product Development in the creation of all new product ranges, including all packaging design. This included the private label side of the business, where I designed artwork for brands such as Next Home, Kelly Hoppen and TK Maxx
- Design of all trade-facing selling materials, including presentations, catalogues, point of sale, exhibition stands, leaflets. Also supporting trade customers by helping to develop their own point of sale materials and branded display stands
- Design of new flagship retail store, including bespoke shop display units, signage, window decals and window displays

Graphic Designer & Marketing Assistant, Douglas Laing & Co.
Independent Blender & Bottler of Scotch Whisky, Gin & Tequila
August 15 – July 17

Group Marketing Manager, SDL Property Services Group
February 11 – August 15

Marketing Coordinator, moneyQuest Mortgage Brokers
July 10 – February 11