





LOUISE GILLESPIE

CREATIVE DESIGNER

CONTACT

-  +61 419 617 895
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-  linkedin.com/in/louisegillespie
-  Sydney, Australia

SKILLS

- Graphic Design (Digital and Print)
- Photography, Photo Editing and Retouching
- Copywriting
- Art direction
- Media production
- Digital and Traditional Illustration
- Branding
- Social Media Content and Strategy
- Influencer Marketing and PR
- Digital Marketing + Advertising
- eCommerce CRM

TECHNICAL SKILLS

- Adobe Creative Suite - Photoshop, InDesign, Illustrator, Lightroom, Premiere Pro, Rush, AfterEffects, Dreamweaver
- Figma
- Shopify Plus
- Klaviyo
- Meta Ads Manager
- LinkedIn Ads Manager
- Teads, Criteo
- Google Marketing Platform - GA4, SA360, DV360, CM360

EDUCATION

Bachelor of Communication Design

Billy Torrens University Australia - 2018

Higher School Certificate

Loreto Kirribilli - 2014

ABOUT ME

Multi-disciplinary Design and Marketing Specialist with 4+ years of experience in creating and executing engaging digital media, resulting in excellent conversion results. Committed to identifying and delivering innovative and engaging solutions to the modern marketing landscape.

In my previous roles, I have led graphic design asset creation and the execution of CRM and digital marketing strategies. I have consistently delivered high performing digital assets, social media management and content creation.

WORK EXPERIENCE

Digital Co-ordinator

Dermalogica Pty Ltd, Australia

June 2022 - Present

- **Graphic Design + Digital Asset Creation** - consistently producing highly engaging assets for paid social media advertising, eDM campaigns and eCommerce website. Assisting to design and produce visual merchandising collateral for retailers and flagship stores.
- **Email Marketing and CRM** - leveraging data insights to co-ordinate, design and execute a successful CRM strategy and eDM calendar, resulting in an average open rate of 50% and uplift in revenue of AUD\$2.2M in 12 months (attributed to email marketing).
- **Copywriting** - Writing engaging copy in eDMs with expert product knowledge and on-brand tone of voice resulting in an uplift in click rate. Co-writing blog posts with professional skin therapists for monthly blog posts.
- **eCommerce Promotional Strategy** - assisting in planning and executing successful promotional strategies for D2C eCommerce including Gift with Purchase and targeted promotions without discounts.
- **CRM** - Assisting in relaunching and updating a Loyalty program for online customers, with an uplift in revenue, engagement and participation
- **Website** - Maintaining website appearance including custom HTML coding pages, assisting in co-ordinating and executing website theme migration.

Marketing and Media Co-ordinator

PUMP Haircare Pty Ltd, Australia

2021 - 2022

- **Graphic Design** - branding, visual merchandising for retailers, print and digital collateral for wholesalers and consumers, eDM design, social media paid and organic asset design, website asset design, 3D product re-creation.
- **Copywriting** - writing highly engaging long and short form copy for the eCommerce website and social media platforms, resulting in increased website audience diversity and a 33% increase in traffic over 3 months.
- **Social Media Management** - defining a streamlined brand presence through organic and paid social media management, including shooting, editing and posting content on a regular basis.
- **Website Design** - leading a successful website redevelopment project that resulted in a bounce rate reduction of 40%.
- **Art Direction** - successfully ideating, styling, coordinating, photographing and producing numerous photoshoots and video shoots for eCommerce site, Digital Marketing assets, print collateral and Social Media posts.
- **Influencer Marketing + PR** - Engaging and communicating with influencers and other brands on a daily basis, coordinating paid collaborations and sending PR.
- **Creative Assistance** - Assisting brand founder on the styling and creative direction of the brand's first National OOH Advertising Campaign.

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REFERENCES

References available upon request

WORK EXPERIENCE

Freelance Graphic Designer

Gillespie Advertising Pty Ltd, Australia

2017-2018, 2023 - Present

- **Graphic Design** - Creating digital assets for use across web platforms, print collateral, advertisements and eDMs for various clients.
- **Branding Assistance** - Collaborating and assisting in branding workshops to determine client's brand identity and formulating updated or new branding solutions.
- **Production Assistant** - Assisting and providing support during large scale advertisement shoots, small studio shoots and in-house production.

PR + Social Media Intern (Fashion and Beauty)

Portobello PR, Australia

Jan - May 2020

- **Copywriting** - Writing blogs for clients and the agency's website.
- **Influencer Marketing** - Communicating daily between the agency and influencers to arrange and facilitate collaborations.
- **PR Sampling** - Preparing, coordinating and sending out product and garment PR samples to influencers and media on a daily basis.
- **Brand and Market Research** - Producing and distributing market and trend analysis for new and existing clients
- **Social Media Strategy** - Assisting the marketing department with analysing social media strategy including collating data on engagement and reach.

[CREATIVE PORTFOLIO LINK](https://drive.google.com/file/d/1fSYuOwHldrrcMvS8qGtSp4qTWGoLEmUU/view?usp=sharing)

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