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BEHANCE.NET/JOEPARRINGTON

# JOSEPH PARRINGTON

Born and raised in Hertfordshire, with an interest in design from a young age and a growing passion for marketing and social media, a total of 5 years studying in the arts with 4 years focusing on graphic design which gave me the confidence and professionalism to present my work at an industry standard.

## GRAPHIC DESIGNER & CREATIVE MIND

### GENERAL INFORMATION

AGE: **23**

LOCATION:

**HERTFORDSHIRE**

1 UPPER SALES, HP1 2AJ

## PROJECTS

### DESIGN & MARKETING - THE ASPIRATIONAL PUB CO.

In August I started as an outsourced freelance designer for The Aspirational Pub Company, my responsibilities within this role are to completely manage the design and marketing for 5 pub/restaurants, this includes designing menus, signs, printed advertisements for events, running the websites and making updates, running the Facebook pages for all sites to advertise the business and events which includes Facebook ads campaigns to build further interest around the business and running e-mail campaigns for offers run by each site accordingly. I also print everything myself in site and meet with social media & marketing experts to help us grow the businesses online presence even further.

### MARKETING & LEAD GENERATION - OPTIMISE UK

My responsibilities within this role were to meet new clients and find out what criteria they were looking for then create opportunities for them such as sales, lead generating or data cleansing using telemarketing, this data reaches targeted audiences such as small business owners, college applicants or online feed back users. Because of this it means I was able to build rapport and gain the information needed to feed back to the client using different techniques for each campaign. As well as running marketing campaigns for clients such as moo.com & Emotio I would call out to potential clients on behalf of our own business and sell the benefits of telemarketing campaigns.

## EDUCATION

### GRAPHIC DESIGN FOUNDATION DEGREE - UNIVERSITY OF HERTFORDSHIRE

This course gave me the opportunity to develop my creative and technical skills further in graphic design. The course looked closely at providing a design solution in the areas of publishing, advertising, corporate work, publicity information and new and emerging media. The course focused heavily on how to use creative ideas in practical experimental work and how to produce work that was considered from the brief to the final piece, and done within a professional manner including time-keeping, how to conduct meetings with clients and how to present work to clients as a graphic designer.

### SKILLS

INDESIGN - **85%**

ILLUSTRATOR - **85%**

PHOTOSHOP - **75%**

SOCIAL MEDIA - **75%**

WEB BUILDING - **80%**

### REFERENCES

#### MATT MARKWORT

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