

# EBONYSMITH

Graphic Designer & Digital Marketer

## ↘ An Introduction

A creative Marketing & Graphic Design professional with over 7 years experience in the industry. Throughout my career, I have transformed from apprentice to graphic designer to social media executive. I am currently working freelance and am looking to build on my portfolio of Wix website builds, brand design and resource creation. **See portfolio link below.**

## ↘ Experience

Learn by Design  
2021 to 2023

### Social Media Lead & Graphic Designer

As social media lead, I took ownership of the Facebook, Instagram, LinkedIn, Twitter and TikTok accounts. I designed branding for education programmes and developed eye-catching graphics to drive lead conversion across the digital stratosphere.

- Digital Graphics & Resources
- Print Materials & Resources
- Social Media Management
- Website Management (Wix)
- SEO Optimisation, UI & UX
- Blog-Writing & Copy-Writing
- Analytical Report Creation
- Paid Advertising (Meta, Twitter)

### Social Media Executive

Reporting to the Content & Strategy Director, I provided a range of digital services for the company; working in tandem with multiple company teams to ensure clients received crafted content and advice to boost their brand.

- Content Creation/Campaigns
- Client Account Management
- Copy-writing
- Strong Client Relationships
- Proposal & Strategy Writing
- Social Media Management
- Reporting & Reviewing

Sketch Creative  
2019 to 2021



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## ↘ Skills

## ↘ Education

- + Adobe: InDesign, Illustrator & Photoshop
- + Logo & Brand Design
- + Wix Website Design & SEO
- + Google & Social Media Analytics
- + Digital Graphics & Print Materials
- + Social Media Management
- + Microsoft Office, Canva, MailChimp
- + Strategy, Copy-Writing & Content
- + Paid Advertising

✘ **2016 to 2017**  
Level 2 NVQ Marketing  
Apprenticeship  
// Heart of England Training

✘ **2007 to 2012**  
10 GCSE's A-C  
// The Rawlett School

Learn by Design  
2017 to 2019

## Senior Marketing & Graphics Assistant

I worked closely with the Digital Marketing Manager to design content for both digital and print marketing requests. My role involved me to liaise with a range of departments across the company, covering a variety of marketing and graphic design avenues, such as:

- Digital Graphics
- Print Materials
- Social Media Management
- Email Campaigns
- Website Design & Build (Wix)
- PR/Blogs/News Posts
- Analytical Report Creation
- Photography

Tame Valley Wetlands  
2016 to 2017

## Marketing Apprenticeship

My apprenticeship was facilitated through Warwickshire County Council, where I was seconded to Warwickshire Wildlife Trust, working on their Tame Valley Wetlands Landscape Partnership scheme. I was the sole marketer for the scheme, working all aspects of marketing, with the apprenticeship focus being marketing

- Social Media Management
- Print Materials
- Email Campaigns
- Website Maintenance
- PR/News Posts
- Co-organised Events
- Analytical Report Creation
- Photography

Personal Woodland  
Creature Project



Please see my online portfolio at:  
[www.wedoodles.com](http://www.wedoodles.com)

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References on request.