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PAULA LOUISE WILLIAMS

PERSONAL PROFILE

I am highly motivated, hard working and reliable, with a keen eye for detail and a passion for creativity. I have extensive experience working to a client brief, acting as a brand champion and producing accurate print/digital artwork in a fast paced environment. I consider myself meticulously organised and I always keep up-to-date with the latest production processes and design trends. I have four years' studio management experience and have helped create a great team, with the introduction of effective processes.

EDUCATION

UNIVERSITY OF READING

BA (Hons) Fine Art and Typography (2:1) 1995-1999

NORTH CHESHIRE COLLEGE - PADGATE CAMPUS

BTEC Diploma Foundation: Fine Art (Merit) 1994-1995

PENKETH HIGH SCHOOL

(6th FORM) A-level: Fine Art (A) A-level: Graphic Design (C) A-level: CDT (C) 1992-1994

PENKETH HIGH SCHOOL

7 GCSEs 1987-1992

THE FUNDAMENTALS OF DIGITAL MARKETING - DIGITAL GARAGE 2020

GRADE 3 FIRST AIDER IN THE OFFICE 2018-2021

HUMAN RESOURCES MBTI TRAINING PROGRAMME

Personality Types 2014

PROFESSIONAL OR PERSONAL REFERENCES

Available upon request

MAXWELL ROGERS - STUDIO MANAGER (Nov 2019-Present)

- Managing a team and ensuring the needs of the business are met on a day-to-day basis.
- Scheduling time in Synergist for the studio and adhering to tight deadlines and budgets.
- Building a quality control process, to ensure the best quality and brand correctness.
- Engaging in 1-2-1s with individuals in the team in order to set achievable objectives.
- Mentoring junior members of the team, as part of their personal development.
- · Identifying training requirements, assigning and booking internal or external needs.
- Up-scaling with freelance resources when required by the business and within budget.
- Checking written briefs from AM teams, to ensure a 'right first time' clarity for the studio.
- Quoting on time and advising on creative routes, for an effective campaign with clarity. • Keeping up with design trends and reviewing with the team in a Lunch & Learn format.

Additional skills

Team motivation and being a team player. Learning new skills and training for the studio. Great client/supplier relations. Operational requirements, staff incentive, training needs and social events. Being flexible helping with creative and artwork when required.

HPS GROUP

STUDIO MANAGER / SNR CREATIVE ARTWORKER (Aug 2013–July 2019)

- Managing a team and ensuring the needs of the business are met on a day-to-day basis.
- Scheduling and adhering to tight deadlines and budgets.
- Working closely with the accounts teams to ensure great output for the client.
- Checking artwork to ensure the best quality and brand correctness.
- Writing staff reviews, performing 360° reporting and engaging in 1-2-1s with individuals in the team in order to set goals and objectives.
- Mentoring junior members of the team, as part of their personal development.
- · Identifying training requirements, assigning and booking internal or external needs.
- Up-scaling with freelance resources when required by the business and within budget.
- · Working with and studying client brand identities, to ensure correct studio output.
- Reconciliation of studio hours and reporting on time sheets for accountability. •
- Checking written briefs from accounts teams, advising on best practices and channels.

HOTCAKE MARKETING - SNR CREATIVE ARTWORKER (Sept 2011-Aug 2013)

- Preparing print/digital artwork across a range of media channels including: brochures, adverts, web banners and GDNs in HTML, GIF for Double Click or email.
- Developing artwork projects to a high standard, being responsible for my part of the design brief including liaising with the studio manager, account director and clients.
- Adhering to client brand identities, and ensuring the rest of the team follows suit.
- Working with the design team to ensure the integrity of the original concept in artwork.
- Retouching of images photography.

HOBBIES

Learning new digital skills and trends Painting and drawing Music and reading Formula 1 Running, tennis and rugby

Adobe Photoshop Adobe Illustrator Adobe InDesign Adobe Acrobat Adobe Dreamweaver HTML 5

Photo retouching MS PowerPoint MS Word Sketch

