

STUART HODGSON CV

A talented and award-winning designer with over 15 years design experience



KEY SKILLS

- Expertise across print, email, web & social
- Ability to take ownership of projects from concept to completion.
- Creative thinker and strong executor of ideas
- Branding & visual identity
- Advertising in print & online
- Brochures, magazines, corporate literature
- Direct mail, personalised print, POS, exhibition
- Web/Landing page design
- Basic front-end CMS (Wordpress, Drupal)
- HTML/CSS coding skills
- Email campaign design and build
- SEO, PPC, display, online advertising
- Basic copy writing
- Photography & video editing
- Excellent communication and interpersonal skills
- Proficient in Adobe Creative Suite
- Experienced in managing external suppliers
- Adept at working independently and within teams
- Always keen to develop and learn new skills

EXAMPLE CLIENTS

Ikea, British Gas, Shop Direct (very.co.uk), Macdonald Hotels & Resorts, Quaker Oats, Virgin Trains East Coast, Santander, Highland Park Whisky, Forest Holidays, redspottedhanky.com as well as the public sector, charities & SME's.

Wonderful designer, excellent creativity and a dream to work with

Alex Gates, Director
www.marketingwand.co.uk



CONTACT

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@ hello@stuart-hodgson.com

📍 Based in North-East England

in stuarthodgson01



EXPERIENCE

2008-2017 **ZETA GLOBAL** (formerly eBay Enterprise & ClickSquared)

Zeta are a data-driven marketing technology CRM company that helps leading brands acquire, retain and grow customers. Zeta is headquartered in New York City and has 25 offices around the globe, with Centers of Excellence in Silicon Valley, Boston, London & Prague.

ROLE: SENIOR DESIGNER

- I produced data-driven creative campaigns across multiple channels including email, print, social and web for clients such as Ikea, British Gas, very.co.uk, Macdonald Hotels & Resorts, Highland Park Whisky and Virgin Trains East Coast.
- Worked closely with designers, developers, copywriters, planners and account teams from various offices to deliver effective campaigns with demonstrable results.
- The role demanded exceptional organisational and time management skills in a high pressured environment to ensure all design projects met the high standards which clients demand, whilst always being delivered on time and on budget.
- Often I would take total responsibility for delivering creative tasks, taking projects from brief to completion and presenting this work to internal teams and clients.
- A large part of my work included designing highly engaging and personalised email campaigns throughout the customer journey to maximise ROI
- Part of the role involved generating Zeta's marketing collateral, such as presentations, case-studies, product sheets, brochures, email campaigns, social media content, blog posts, online portfolios and videos to help with lead generation and sales.

ACHIEVEMENTS

- Our reactivation campaign for redspottedhanky.com led to a 252% increase in reactivated customers and had a 683% ROI. It resulted in Zeta winning a coveted marketing award.
- Prior to my involvement in the very.co.uk account the client relationship was precarious, however through new ideas and working efficiencies it helped win a contract renewal.
- I was the creative lead on the Macdonald Hotels & Resorts Summer/Autumn 2016 campaign which had a 2400% ROI. Primarily the work was email based and Open & Click Rates were much higher than industry benchmarks and previous seasonal campaigns.
- To help generate exposure and sales I created an accessible online portfolio which included key campaigns and results. This helped the sales team up-sell creative services more easily and led to extra revenue from new & existing clients.

WORK EXPERIENCE CONTINUED OVER PAGE.....



EDUCATION

TEESSIDE UNIVERSITY - 2001
BA (Hons) Graphic Design - 2:1

CLEVELAND COLLEGE OF ART & DESIGN - 1998
BTEC Advanced GNVQ Art & Design - Distinction

MANOR COLLEGE OF TECHNOLOGY 1996
10 GCSE's Grade A*-C

VIEW MY PORTFOLIO

To see those all important examples of my creative work, head over to www.stuart-designer.co.uk

SOFTWARE

I'm proficient in the latest Adobe Creative Suite, such as Indesign, Photoshop, Illustrator and Dreamweaver as well as the likes of Microsoft Word, Powerpoint & Excel. I'm well-versed in creating and deploying multichannel campaigns through various online platforms, as well as utilising various project management tools to assist with the effective delivery of tasks. One of my biggest assets is my ability to learn and adapt quickly to any new technological developments.

ADOBE CREATIVE SUITE



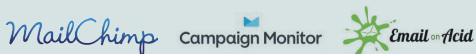
MICROSOFT OFFICE SUITE



SOCIAL MEDIA CAMPAIGNS



EMAIL CAMPAIGNS



PROJECT PLANNING



INTERESTS

I'm fortunate enough to work in an area that I'm passionate about, and I'm quite creative by nature, so I also take an interest in landscape photography, architecture, landscape design, interior design and music.

I like to keep fit & healthy, so I go to the gym quite a bit and I'm a keen runner, hiker, footballer, mountain biker and occasional surfer. I enjoy travelling and visiting new places and also reading/learning. I have a young daughter and love spending time with her and a good work/life balance is important to me.



EXPERIENCE

2006-2008 Rocket Science

SENIOR DESIGNER

- Worked as part of the award-winning design team, which included leading a handful of web-developers and graphic designers of varying experience
- Often I would take sole-responsibility for key client work and liaise with clients.
- Creative work was predominantly print based and focussed around branding, direct mail, personalised print, editorial design and on & offline advertising.
- Key clients operated in the retail, travel, charity, fashion and public sectors. They included the likes of Heart Research UK, Forest Holidays, Hoseasons & local councils.

2004-2006 FinnWilliam design

MIDDLEWEIGHT DESIGNER

- My time here was split between print-based jobs such as advertising and retail brochures, whilst providing art direction on e-commerce websites.
- I often worked independently and would deal with printers and suppliers.
- Key clients included Stoke Park Country Club and Foremost Golf.

2001-2004

FREELANCE DESIGNER

- Freelanced inhouse or remotely, whilst also working directly with my own clients.
- Collaborated with other developers/copywriters as well as working within schools, community groups and with artists and writers.
- Developed excellent planning, financial management and account keeping skills.

OTHER RELATED EXPERIENCE

2013-current www.hikingphotographer.uk

BLOGGER & LANDSCAPE PHOTOGRAPHER

- In my spare time I produce a blog called, 'The Hiking Photographer', which combines my passion for landscape photography with my interest in hiking and the outdoors
- My blog was voted 'Go Outdoors Best Independent Blog 2015'.
- It has provided a platform to learn and develop skills in SEO, PPC, Google analytics, affiliate marketing, online advertising, social media campaigns and data capture, and it allows me to send my own email campaigns to my growing database of outdoor enthusiasts.

VOLUNTEER MARKETING MANAGER & DESIGNER

Music V Cancer 2011-current

- Music V Cancer is a North-East based charity, with Jools Holland as Patron, and has been supported by bands like Arctic Monkeys and The Who to raise over £200,000
- Occasionally my design and marketing expertise is put to good use designing a whole host of MvC marketing materials including print & online adverts, brochures, gig/event related promotional materials, social media competitions and other marketing campaigns that help to raise awareness and much needed funds.



AWARDS

MULTICHANNEL MARKETING CAMPAIGN: SILVER

Zeta Global: NEDMA Marketing Awards 2016

BEST INDEPENDENT BLOG

The Hiking Photographer: Go Outdoors 2015 Awards

DATA DRIVEN MARKETING CAMPAIGN: GOLD

Rocket Science: Direct Response Intelligence Awards 2007