

# STUART HODGSON CV

An experienced, talented & award winning multichannel designer



## AT A GLANCE

- 10+ years commercial experience
- Award-winning, passionate multichannel designer, with expertise across print, email, web & social

### EXPERTISE:

- Visual strategy, ideas & concepting
- Art direction & artworking
- Advertising in print & online
- Branding & visual identity
- Brochures, magazines, corporate literature
- Typography, layout, illustration
- Print, direct mail, packaging, POS, exhibition
- Multichannel campaign design
- Responsive, personalised email campaigns
- Web/Landing page design
- Basic front-end CMS (wordpress, drupal)
- HTML/CSS
- SEO, PPC, display, online advertising
- Basic copywriting
- Photography & video editing
- Strong presentation/communication skills
- Ability to lead, work independently & part of team

**EXAMPLE CLIENTS:** Macdonald Hotels & Resorts, Quaker Oats, Virgin East Coast Rail, redspottedhanky.com, Santander and Highland Park Whisky, 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

☎ 07983 967 478

@ hello@stuart-hodgson.com

📍 Based in North-East England

in stuarthodgson01



## EXPERIENCE



Your a busy person, so I have kept my CV & Work Experience brief so you can quickly see how suitable I am. For more detail visit my linked in page - stuarthodgson01

### SENIOR MULTICHANNEL DESIGNER

Zeta Interactive (CRM) 2013-current

My senior role at this marketing, CRM & Software company covers visual strategy & analytics driven creative across multiple-channels including email; print; social & real-time web. It involves working closely with the Creative, S&A and Account teams to deliver real results & ROI to our clients. Specific expertise includes creating highly engaging, targeted, personalised and responsive multichannel campaigns for clients such as Virgin Trains East Coast, Shop Direct, Ikea, British Gas, redspottedhanky.com & Quaker Oats amongst others. It was my email campaign work for redspottedhanky.com in which Zeta won a NEDMA marketing award. I also work closely with the Zeta marketing team to create the Zeta marketing collateral whether in print, email, web, or for specific events.

### BLOGGER & LANDSCAPE PHOTOGRAPHER

www.hikingphotographer.uk 2013-current

In addition to my role at Zeta, I produce a blog called, 'The Hiking Photographer', which was voted 'Go Outdoors Best Independent Blog 2015'. On the blog I document my outdoor adventures and utilise my skills as a landscape photographer, as well as reviewing products for well-known outdoor/leisure brands. The blog has allowed me to develop my skills in SEO, affiliate marketing, online advertising, social media campaigns, effective copyrighting and data capture, which allows me to send my own email newsletters to my growing database of outdoor enthusiasts.

### HEAD OF CREATIVE DEPARTMENT

ClickSquared 2008-2013

As a lead within the Creative Department of this Multichannel Marketing company - myself and my small creative team worked across multiple channels (print, web, email) to produce innovative and creative marketing campaigns for clients such as Highland Park Whisky, Forest Holidays & Knauff. Key responsibilities included: Ensuring all creative work produced across multiple channels within the creative department (both my own & my team) met the high standards which clients demand; Formulating a full end-to-end creative process for all the team to follow to get projects completed on time and on budget; Briefing the creative team (a small core team of 3 designers/developers) and assigning tasks to the relevant designers, prioritising workloads and providing direction to fellow designers to deliver successful projects; Presenting work to clients/account teams in both person and over the phone/conference or email, whether those clients are based in the UK, EU or US.

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

Visit [www.stuart-designer.co.uk](http://www.stuart-designer.co.uk)

## SOFTWARE

As you would expect from someone with my level of experience, I'm proficient in all the relevant design software, as well as software in managing & deploying multichannel campaigns, some of which are listed below. I'm also pretty good at learning to use new software - which is a necessity in today's fast paced and ever changing design environment.

### 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 guess I'm creative by nature, so in addition to design & marketing, I'm also really into graphic art, architecture & landscape photography. The landscape photography goes hand in hand with my love of the outdoors, and I'm a keen hiker, runner, mountain biker - and occasionally surfboarding! I also like to keep fit & healthy - so go to the gym quite a bit. I enjoy travelling and visiting new places and also reading/learning and music is a big interest too. To be honest I have lot's of interests, and could go into more detail but hopefully that gives you a flavour!

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# EXPERIENCE

## SENIOR GRAPHIC DESIGNER

Rocket Science 2006-2008

As a Senior Graphic Designer at this marketing agency, my design work mainly focussed around direct mail, editorial design, magazines & advertising for clients such as Hoseasons & Heart Research UK. Key responsibilities included: Working as part of the award-winning design team to produce high-quality end-to-end design solutions; Developing specific expertise in direct mail campaigns in sectors such as fashion, retail & travel; Taking full design responsibility for the planning & design of a regular magazine, including editorial & advertising design.

## GRAPHIC DESIGNER

FinnWilliam design 2004-2006

At FinnWilliam I worked as part of the small creative team on both print-based jobs and providing art direction on web site development. I often worked independently and completed a lot of advertising work for use in magazines & newspapers, such as for Stoke Park Country Club. I was also responsible for working on retail brochures for the likes of Foremost Golf. As ever I needed to work to tight deadlines whilst ensuring high quality creative output.

## FREELANCE GRAPHIC DESIGNER

Various 2001-2004

Opportunities for employment were limited upon my graduation from university due to a lack of commercial experience. So I took matters into my own hands and became self-employed as a graphic/web designer, which put me on a great learning curve and gave me a fantastic commercial grounding in the multiple facets of the design industry. In this time I either freelanced inhouse, or from home and also worked directly with my own clients across the North-East, which entailed either working in teams, independently and/or collaborating with other freelancers when required.

Key skills I developed include; Attracting clients and selling my services; Preparing proposals/briefs & making client presentations; Managing all aspects of a project from concept to completion; Producing effective, creative graphic & web design solutions in print and digital format; Liaising with clients & suppliers; Working under pressure to tight deadlines; Collaborating with other designers/artists/poets/writers on certain projects; Sometimes working in schools and with community groups on certain projects; Demonstrating excellent organisation, planning and time management skills; Developing financial management and account keeping skills.

## VOLUNTEER MARKETING MANAGER & DESIGNER

Music V Cancer 2011-current

It's worth including on my CV the occasional volunteer work I still do at Music V Cancer, a North-East based charity, who have Jools Holland as Patron. Working alongside other volunteers, my design and marketing expertise is put to good use designing a whole host of MvC marketing materials including social media competitions, adverts, brochures, gig promotional materials, and marketing campaigns that help to raise awareness. We put on regular gigs by many well-known musicians, such as Turin Breaks, and with the help of bands like the Arctic Monkeys, the Who & Kasabian, to date we have raised around £200,000 for local causes and enabling us to purchase cutting-edge cancer detecting machinery for local hospital trusts.

For more information see [www.musicvcancer.com](http://www.musicvcancer.com)



# AWARDS

## MULTICHANNEL MARKETING CAMPAIGN: SILVER

ZetaInteractive: NEDMA Marketing Awards 2015

## BEST INDEPENDENT BLOG

The Hiking Photographer: Go Outdoors 2015 Awards

## DATA DRIVEN MARKETING CAMPAIGN: GOLD

RocketScience: Direct Response Intelligence Awards 2007