
OLIVIA LAWRENCE



OLIVIA.LAWRENCE128@ICLOUD.COM



0793 9023166

OBJECTIVE

SEEKING AN OPPORTUNITY TO PROGRESS MY SKILLS AND EXPERIENCE THROUGH WORKING ON A WIDE RANGE OF CHALLENGING AND INTERESTING PROJECTS IN THE DESIGN AND DEVELOPMENT OF MARKET LEADING APPLICATIONS FOR A VARIETY OF CLIENTS IN DIFFERENT SECTORS. PARTICULAR INTEREST IN EXPLORING FURTHER IN DIGITAL DESIGN, MARKETING AND WEB DEVELOPMENT.

SKILLS

- WORDPRESS DEVELOPER
 - GOOD KNOWLEDGE OF CSS
 - BASIC KNOWLEDGE OF HTML
 - BASIC KNOWLEDGE OF SEO
 - SOCIAL MEDIA MARKETING
 - BLOGGING FOR SEO PURPOSES
 - PHOTOSHOP
 - ADOBE ILLUSTRATOR
 - DIGITAL DESIGN
 - DESIGNING FOR SOCIAL PLATFORMS
 - MAILCHIMP
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EXPERIENCE

JUNIOR DIGITAL DESIGNER CARECO LTD JULY 2019 TO PRESENT

Working at CareCo has allowed me to develop my Photoshop and Illustrator skills further. During my time here I have created quality content across all digital platforms. This work varied from creating vector art, carousels, website banners and GIF's. I have learned to ensure each design is simple yet effective and targeted to the correct audience.

The main skills I have acquired whilst working for CareCo are:

- Photoshop
- Illustrator
- Working towards a deadline
- Understanding and learning how to adapt content to a target audience
- Creating content on a variety of platforms
- Understanding each product and their selling points
- Google Analytics
- Designing emails on Mailchimp
- Reading and understanding Mailchimp reports
- A / B testing

JUNIOR WEB DESIGNER HEYBRIDGE CREATIVE SEPTEMBER 2018 – MAY 2019

My time at Heybridge has enabled me to further develop my website building skills, learn the basics of CSS and HTML. Alongside learning CSS I have gained a good understanding of the use of media queries to ensure all websites remain responsive on a variety of platforms (iPhone / iPad / tablet / laptop / desktop). I am competent in creating websites that include specialties such as portfolios and products to purchase online.

I believe that my biggest asset in this position is my versatility in various skills and positions, such as:

- Photoshop skills: created design templates for Instagram to showcase to clients
- SEO: strong knowledge of SEO and can effectively optimize a website to this.
- Social media for clients: managed on their behalf, including a makeup company, clothing brand, windows seller and our own social media.
- I managed Heybridge's blog to improve our SEO and enjoyed writing articles about website design / social media etc.
- Interpersonal skills: dealt directly with clients and enjoyed interacting with them and building professional relationships.

DIGITAL CONSULTANT BILLERICAY IT - BASILDON OCTOBER 2017 TO SEPTEMBER 2018

Employed late 2017 as an apprentice and was quickly engaged full time (January 2018). I had the opportunity to learn how to build a wordpress website, how to use photoshop effectively, understand the importance of branding, having a good understanding of SEO, learning to market a business using social media, and dealt with clients personally. I successfully created various websites for various clients all of which they pleased with, with little to no modifications needed. I ensured that the websites were responsive and effective, and I discovered that I had an eye for detail which has enabled me to develop websites to the satisfaction or above and beyond the clients' needs. I was lucky to have the opportunity to work closely with the clients which has led to me building excellent business relationships.

EDUCATION

A-LEVELS: SOCIOLOGY, ENGLISH LITERATURE, COMMUNICATION & CULTURE
SEEVIC COLLEGE, BENFLEET
GRADUATED: JUNE 2017

GCSE
BILLERICAY SCHOOL, BILLERICAY
JUNE 2015