

A woman with long brown hair is sitting at a desk, looking at a laptop. In the foreground, there is a white ceramic mug with a colorful illustration of two pheasants. The background is slightly blurred, showing the woman's face and the laptop screen.

LIVVY MCKAY

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LIVVY MCKAY - PERSONAL DETAILS

Web: www.livvymckay.com

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PROFILE

I am a talented graphic designer with excellent communication and marketing skills. I have extensive experience in brand development and management, graphics, presentation and bid creation, website design and build.

I have great collaborative and interpersonal skills, and I am a dynamic team player with well-developed written and verbal communication abilities.

I have experience of working with multiple teams across large companies to supporting small businesses. I am passionate about creating design solutions that genuinely impact on business results.

I am committed to delivering high-quality design solutions on time and to budget, often working to tight deadlines.

EXPERIENCE

Jaypeg , Co-founder

2012-Present

A design and marketing agency delivering design solutions for clients across multiple industry sectors from engineering and power to hospitality and leisure.

- Creating visual content for clients including photography, flyers, leaflets and reports to posters, banners and signage.
- Creating winning bids and tenders for projects valued at up to £200M. Responsible for developing and creating the visual style and content, coordinating input from subject matter experts across the globe, turning text and statistics into compelling graphics and presentations.
- Creating engaging social media content for clients, as well as managing their daily Instagram, Twitter and Facebook feeds.
- Copy writing for clients including corporate marketing materials, monthly newsletters and social media posts.
- Designing, building and maintaining websites including customer profiling, user journey analysis, template design, hosting support and ongoing content management.
- Supporting young graduates to achieve their goals by helping them to develop their business skills as well as their graphic design capabilities.

Property & Marketing Manager

Little City Breaks / 2012-2014

Developing and implementing marketing strategies and activities that delivered 82% occupancy across the year. I managed 6 properties along with all aspects of digital marketing including key date promotions, newsletters based on demographics and keeping the website up to date with engaging and relevant content. I setup and managed the social media channels and targeted Facebook advertising.

Marketing Manager

Festival Beds 2012-2014

Co-founder of a business that grew to a customer base of 40 property owners and 12,000 website visits within the first 6 months. The company matched festival accommodation with festival goer for events locally and nationally.

I developed the brand identity, designed and built the website including a booking engine.

Interior Designer

McIntosh Homes 2001-2004

Responsible for designing home layouts for new build projects including designing and sourcing materials for all the kitchens and bathrooms.

I built strong working partnerships with site managers and builders plus a range of suppliers and estate agents to fulfil the client brief to budget and timescale. I was responsible for organising open days and styling show homes to ensure a positive customer experience.

SKILLS

Creative:

- GRAPHIC DESIGN
- WEB DESIGN
- PHOTOGRAPHY & EDITING
- CONTENT CREATION

Software:

- ADOBE INDESIGN / ILLUSTRATOR/
PHOTOSHOP / LIGHTROOM
- MICROSOFT WORD / POWERPOINT
- WORDPRESS / WEEBLY / SQUARESPACE

EDUCATION

BTEC

Trowbridge College
Interior Design - Merit

A-LEVELS (2)

St Brendan's Sixth Form College
Business Studies (B) &
Communication Studies (C)

GCSE's (9)

Prior Park College
Design Technology (A) • Maths (C) • English
Literature(B) • English Language(B) • French (C) •
Geography(B) • RE (B) • Art (B)

INTERESTS

I enjoy travelling around the UK in our VW campervan, I also enjoy outdoor swimming, SUP boarding, kayaking and working out with friends (the only way to stay motivated!)

I enjoy cycling (mainly on flat surfaces) and in recent years I have taken part in sprint triathlons.

PORTFOLIO

Please visit livvymckay.com to view some of my work.

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