

## WORK EXPERIENCE

### PERSONAL DETAILS

Aidan Hancock  
33 Sandy Rise  
Selby  
North Yorkshire  
YO8 9DW

07703808027  
[aidan-hancock@live.co.uk](mailto:aidan-hancock@live.co.uk)  
DOB: 28/11/1991  
Full UK Driving License

### SKILLS

Adobe Creative Suite;

Photoshop

Illustrator

InDesign

Print Set Up

Solidworks / CAD

Video Editing

Magento 2

Wordpress

Microsoft Office Suite

HTML

CSS

### PERSONAL SKILLS

High attention to detail

Sociable and friendly manner

Self-motivated

Excellent communication skills

Eager to develop and improve

#### Creative Designer

#### Freelance Designer / Hypersport (Own Company) – April 2024 – Present

Worked with a range of businesses on their marketing strategies, websites and other design, print media, promotional and signage requirements. I also operate my small automotive parts business.

- Designing and maintaining CMS based and ecommerce websites
- Designing of branding and product packaging
- Processing orders and customer service
- Ongoing search engine optimisation

#### The Brick Box - November 2023 to April 2024

Short term project involving designing and developing a barn conversion into a themed environment with LEGO play and immersive lighting and audio, plus branding, graphic design, marketing and video editing.

- Designed logo and brand identity
- Design of theming and layout of physical building
- Building of barn theming, furniture and indoor structures
- Planning, creation and implementation of various events, marketing to locals and specific targeted relevant groups (Schools, Scouts, Brownies etc)
- Recording and editing of both long form and short content for Facebook, Instagram, YouTube, TikTok

#### Designer / Marketing Executive

#### CS Catering Equipment/Caffe Society – Aug 2018 to Nov 2023

Design and development and day to day management of multiple ecommerce websites. Product packaging design, launch and ongoing management of new Amazon shop and branded products.

- Day to day maintenance of 2 ecommerce websites
- Design and launch of range of Amazon coffee products
- Designed 2 Magento 2 website layouts to suit existing brand
- Bulk data and image processing techniques
- Ongoing Search Engine Optimisation
- Dealing with customers reviews and seeking resolutions

#### Freelance Designer – November 2016 to August 2018

Worked with a range of businesses on their marketing strategies, websites and other design, print media, promotional and signage requirements.

- Design and creation of various websites for local businesses, including ecommerce websites and booking systems
- Design and implementation of marketing strategies
- Design of vehicle graphic wraps
- Design of business logos and brand identities for various local businesses

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**Designer & Marketing Executive****LW Graphics/Reforma UK****August 2014 to November 2016**

Working alongside graphic designers and manager to create and implement marketing, promote products and develop new websites and digitally-based products.

- Creating and implementing marketing plans
- Developing email campaigns and associated graphics
- Creating video content for promotional material
- Attending exhibitions to network with potential clients
- Creating quotations and invoicing completed work
- Responsible for maintaining and updating the company's websites and social media
- Designing and implementing workflow improvements and internal systems
- Designing and producing mail shots to potential customers

**ADDITIONAL INFORMATION**

- Proactive, hardworking and motivated
- A wide range of skills beneficial to a marketing and design position
- Experience in videography and photography
- Creation of websites and web content from initial concept to completion and maintenance
- Experience with 3D CAD Design and 3D Printing

**QUALIFICATIONS**

- BA (Hons) Graphic Design – York College
- Creative Digital Communications Foundation Degree
- IT & Business National Diploma