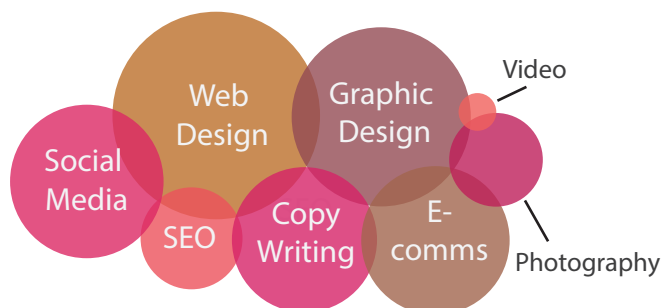




ABOUT ME

I am a creative individual with a passion for digital communications and design. Having taken on various freelance projects, I have gained extensive experience in web design, social media, email marketing, print design, copywriting and PPC Advertising. I am committed to staying up to date with the latest industry trends and can successfully utilise a variety of digital marketing tools to develop a strong online presence and communicate key messages.



SKILLS

| | |
|-------------------|---------------------------------|
| Adobe Photoshop | <div style="width: 90%;"></div> |
| Adobe Illustrator | <div style="width: 60%;"></div> |
| Adobe InDesign | <div style="width: 70%;"></div> |
| Wordpress | <div style="width: 95%;"></div> |
| HTML | <div style="width: 80%;"></div> |
| CSS | <div style="width: 75%;"></div> |



CERTIFICATIONS

DILPOMA IN ONLINE MARKETING (CPD Accredited)
Pass with distinction



AWARDS

SALTIRE SUMMIT AWARD
Aberdeen Council for Voluntary Organisations
Awarded for an outstanding contribution to volunteering



EDUCATION

NORTH EAST SCOTLAND COLLEGE 2014-2015
Introduction to Web Design
Intermediate Web Design

UNIVERSITY OF DUNDEE 2009-2013
2:1 MA (Hons) Politics and International Relations

HAZLEHEAD ACADEMY 2003-2009
SQA Higher: English, Philosophy, Art, History, Modern Studies



HOBBIES AND ACTIVITIES

Music

Blogging

Photography

Travelling



WORK EXPERIENCE

Online Media Specialist

Phillips Parry, August 2016 - Present

Managing the online presence for multiple clients. This included website design, print design, social media management, PPC advertising and email marketing campaigns.

Owner and Editor

The Cait Escape January 2016 - Present

Running a blog documenting my travels and sharing useful info with other travelers. This project utilises web and graphic design, photography, video editing, creative writing and digital marketing.

Freelance Graphic and Web Designer

Self Employed, January 2014 - August 2016

Working with a range of clients on a freelance basis in the areas of web site design, graphic design, email marketing and brand development.

Graphic and Web Designer

Gleadhraich, July 2014 - August 2016

Fundraising and Database Administrator

Cornerstone, December 2013 - December 2015

Finance Administrator

Admin Services, June 2011 - October 2013

Bar and Waiting Staff

The Post Office Bar, October 2012 - May 2013

Customer Service Desk Assistant

ASDA, March 2007 - October 2012



VOLUNTEERING

Events and Design Volunteer

North East Sensory Services, March 2015 - present

Digital Communications Volunteer

The Torry Trust, December 2013 - April 2014

Marketing and Communications Volunteer

Befriend a Child, July 2013 - October 2013

Fundraising and Events Volunteer

Simeon Care for the Elderly, January 2013 - May 2013

Retail Assistant

Barnardos, September 2012 - June 2013



WEBSITES



View my portfolio
www.caitlin-murphy.com



Read my blog
www.thecaitescape.com

