

2024 CV

AMY MAHER

Graphic Designer

Longwood,
Huddersfield

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I have been immersed in design for eight years, starting with graphic design at GCSE level and working in the industry for three years. After completing my Graphic Design BA (Hons), I felt there was a piece of the puzzle missing, which led me to pursue a Master's degree in Marketing and Brand Management. This furthered my understanding of the strategic and business demands of branding. Alongside my studies, I've gained hands-on experience through internships, freelance projects, and community work.

Currently, I've been working remotely for two years in-house at a health and safety consultancy. In my next role, I'm seeking an energetic environment where I can tackle a variety of briefs and be challenged, as I thrive in fast-paced settings. This journey has shaped me into a mid-weight graphic designer with a keen eye for detail and a passion for creativity.

Portfolio - <https://www.amymaher.co.uk>

Hi, I'm Amy, born and bred in the charming little town of Huddersfield. I could share some hobbies and interests, like hiking and baking, but let's get down to what really makes a person. I take my Yorkshire tea strong with one sugar, my favourite Harry Potter film is The Goblet of Fire (open to debate), and I always reach for a glass of white wine over red with dinner. When playing Monopoly, I like to dominate the corner with the light blues and the pinks. My go-to Subway order is an Italian BMT with southwest sauce, lettuce, and red onion. I prefer summer over winter, heels over trainers, and full-fat Coke over Pepsi. Cats over dogs might be a bit too controversial, but there it is. That's a bit about me - I anticipate the opportunity to talk in person.

Education & Qualifications

King James's High School

2011-2016
A* Graphic Design (GCSE).
A-B 11 GCSE's.

Huddersfield New College

2017-2019
A* Graphic Design (A-level).
D* Business Studies (BTEC).

University of Huddersfield

2019-present
Graphic Design BA(hons) First Class.
Marketing & Brand Management MSc.

Experience

Placement Year at Uoh Catering Department

[2021] - [2022]

- Rebranded 5 outlets and managed 12, including a Grade II-listed café.
- Created marketing materials and developed a cohesive identity, adhering to university guidelines.
- Social Media Management
- Won the 'Rising Star' TUCO Award in 2022.
- Created content and POS materials for daily and last-minute needs, including menu changes and seasonal events.
- Worked with sustainability teams and the Student Union to promote food and drink events.
- Ran seasonal campaigns and collaborated with brands like Coca-Cola and Starbucks.
- Produced POS materials, menus, banners, table talkers, A0 prints, welcome packs, freshers' material, simple animations, and social content.

(References available upon request)

Salus Safety Solutions - Marketing

[2022] - [Present]

- Developed and currently manage the brand identity for Salus Safety Solutions.
- Social media and marketing communications, including: brochures, website, newsletters, health and safety posters, infographics, stationary.
- Work on ISO management systems, ensuring document formatting consistency and accessibility of documents with a high level of detail.
- Collaborate with clients such as Octopus Energy and Northland Power to, design internal health and safety presentations and create campaigns adhering to their brand guidelines.

Misc

[Present]

- Active engagement in local community e.g. Shop Local, volunteered services to Mirfield Town Council and Granny Lane Area Action Group.
- Freelance work, Creating Identities

Skills

- Creative Thinking & Concept Development
- Adobe Creative Suite (Photoshop, Illustrator & Indesign)
- Detail Oriented
- Collaboration
- Finding joy in my work

Personality traits

- Zealous
- Adaptable
- Meticulous
- Proactive
- Curious

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Thank you for taking the time to review my CV. You can find examples of my work on my portfolio site at www.amymaher.co.uk.

I look forward to hearing from you, Amy.