

# LC DAVISON

## PERSONAL SUMMARY

I am a passionate and creative **Graphic Designer** with a history of undertaking innovative design projects. For the last 2 years I have worked at a start up in the sustainable coffee sourcing industry, where I have overseen all marketing activities. My experience in the startup world has allowed me to build a wide breadth of experience; covering web design, marketing, print design, and project management.

## PROFESSIONAL EXPERIENCE

### Marketing Coordinator

#### Omwani Coffee

2022 - Present

- Design all marketing materials across multiple forms of media including print, packaging, social media, and web.
- Liase with management and sales to organise and implement new marketing efforts; both in terms of strategy and design.
- Quantify the success of marketing campaigns through analytics and use that data to influence future plans.

### Operations Manager

#### Green Coffee Collective

2022 - Present

- Coordinate with stakeholders to organise the release of new products and services.
- Maintain and update website layout and functions.
- Monitor product delivery and satisfaction.

## EARLY PROFESSIONAL EXPERIENCE

Housekeeper | Vita Student | 2019 - 2021

Housekeeper | Novotel York | 2017 - 2018

Catering Assistant | National Railway Museum | 2016

Retail Assistant | Blossom & Walker | 2013 - 2016

## ADDITIONAL EXPERIENCE

Created a thought-provoking animated film that was featured at CRASSH's 20 year anniversary film festival as well as Babylon's Summer Open 2021 exhibition.

This file was also used in mental health awareness programs.



07948840514



ehd13@outlook.com



LC Davison



York, North Yorkshire

## EDUCATION

BA (Hons) Graphic Art & Design

Leeds Beckett University  
*First Class Honours*

Level 3 Extended Diploma  
in Art & Design

York College  
*Distinction*

## SKILLS

Graphic Design

Illustration

Organisation

Marketing

Project Management

Web Design

## TECHNICAL SKILLS

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe Lightroom

Adobe Premiere Pro

MS Office Suite