



HEY,
I'M LOUISE



CREATIVE DESIGNER

 @voyoulou

 www.lcjmiller.com

 www.linkedin.com/in/lcjmiller

ABOUT ME

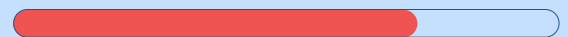
I am an experienced Digital Marketing professional with a demonstrable history of working in the design and technology industry. Currently looking to explore a new career in product design having studied the field at University and looking for new challenges in my career path.

SKILLS

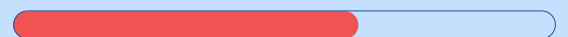
DIGITAL MARKETING



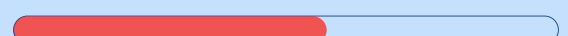
UX/UI DESIGN



WEBSITE DEVELOPMENT



GRAPHIC DESIGN



VIDEO PRODUCTION



● HTML/CSS ● Wordpress ● Email Marketing
● Adobe Suite ● Figma ● Google

EXPERIENCE

Scotsman Group Head of Digital Marketing October 2022 - May 2023

Manager of the Scotsman Group's digital marketing strategy, email marketing, PPC campaigns and copywriter across 50+ venues in Scotland. Responsible for a small team in the hospitality sector, increasing brand awareness and revenue through email, social media, SEO and paid advertising spend.

Version 1 Digital Marketing Executive January 2021 - October 2022

My responsibilities included social media management for the business across all channels, as well as PPC and paid promotion, SEO, content writing and photo and video editing using the Adobe Suite. I was also a people manager in this role, training and managing interns and direct reports.

Pacitti Jones Digital Marketing Executive January 2020 - December 2020

Sole marketer for the digital side of an award winning real estate agency based in Glasgow. I was in charge of all social media channels, developing and maintaining the companies website and producing graphics and marketing campaigns. I also analysed the success of campaigns using a range of digital marketing tools.

reflexblue Digital Developer August 2017 - December 2018

In this role I designed and implemented websites using HTML/CSS and Wordpress, as well as creating HTML5 emails for clients and distributing those to client databases. I was also involved in filming and editing videos using Premiere Pro and keeping up an online presence for the business, as well as analysing marketing campaigns.

EDUCATION

Edinburgh Napier University
Interactive Media Design BSc (Hons)
2:1

Glasgow Clyde College
HNC Grade A

Douglas Academy
Higher English, Art & Design, Computing and Business

CONTACT

D.O.B. 11/07/1994

58/10 Henderson Street
Leith
Edinburgh
EH6 6DE

Louisecjm@hotmail.com / 07712297639