



DAISY

Vasanthakumar

MARKETING AND
COMMUNICATIONS

Contact

Flat 3,
11 Vernon Terrace,
Brighton, BN1 3JG
07837541869
daisy_vasanthakumar@yahoo.com

Profile

I am a marketing and communications expert with five years experience in creative marketing, social content creation and graphic design, most recently in the travel industry. I have a HND in Graphic and Digital Design from the University of Greenwich.

Skills summary

Graphic design and content editor: experience designing websites using HTML/CSS, content editing skills, video creation and editing, photography, and editing images for the web and print in Photoshop.

Social media platforms: Proficient in social media including Twitter, Facebook, Instagram and Hootsuite: scheduling and posting content and reporting on social media analytics.

Computer programs: Proficient in Dreamweaver, Photoshop, Illustrator, Word and Excel. Basic skills in InDesign.

Work Experience

Content Editor, Responsible Travel, Brighton, *September 2016 - present*

The company is the world's largest online travel company specializing in responsible tourism. They offer over 5,000 holidays, across 180 countries.

- Building online visual travel guides using Photoshop and design working alongside the travel writers.
- Compiling and sending email newsletters using HTML, Excel and design skills.
- Uploading maps and images onto tour pages.
- Checking the trips 'making a difference' statements to see if they pass the responsible travel criteria.
- Checking and publishing reviews from travellers.

- Providing guidance and supervision to interns.

Communications assistant, Devon Wildlife Trust, *August 2015 - September 2015*

- During my work experience, I developed a campaign with the goal of bringing environmental issues to children through a range of designed placemats for one of their visitor centres.

Freelance graphic and web designer, *April 2010 - September 2013*

Clients in UK and US. See my [website](#) for sample work.

- Worked with a range of clients to develop digital and marketing campaigns, with the goal of increasing their profile and revenue.
- Services included website design, branding, social media development and marketing, video filming and editing, photography, blog content, and brochure designs.

Education

HND Graphic and Digital Design, Greenwich University, London, *2013 - 2015*

Qualification: Module marks include: Design for interaction (70), Art and Design in Context (61) and Design and Comm 1 (67)

Web/Graphic courses, Oakton Community College, Chicago, *2011 - 2013*

Courses: 13 in total including Graphic Design I (A), Web Graphic Page Design (A), Advanced Web Animation and Multimedia I (A), Computer Art (B), Advanced Web Page Development (C) and Introduction to Psychology (C)

Dreamweaver course, Chelsea College of Art & Design, London, *June 2010*

A two day computer course learning the basics of the software, Dreamweaver.