

# Kate Sanderson

- CURRICULUM VITAE -

## Contact

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[kateysanderson.com](http://kateysanderson.com)

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## Profile

Multidiscipline designer with a strong digital marketing background.

9+ years experience in digital and print design

## Education

### Professional Diploma / UX Design

Glasgow Caledonian University  
(Modules: User research, Goals, Structure & Navigation, Interactions, Workflows, Prototyping, Wireframing)

### BA (Hons) 2.1 / Digital Design

Bournemouth University  
(This course focused on designing, directing & developing digital technology across a range of emerging platforms.)

3 A-levels (A-C), 10 GCSEs (A-C)  
Hayesfield School, Bath

### MARKETING DESIGN EXECUTIVE | EDIT KIN + CARTA | 2020 - PRESENT

Design lead on multi-channel marketing campaigns for Edit agency, including email, print and digital media. Responsible for developing creative concepts and design solutions for high-end client branded projects.

### SENIOR GRAPHIC DESIGNER | INSIDEJAPAN TOURS | 2017 - 20

Lead print and digital designer for InsideJapan Tours, the market-leading Japan travel specialist with offices in the UK, US, Japan and Australia.

- Responsible for managing and producing all print / digital graphic design and video content for each stage of the customer journey.
- Creative lead for production of consumer travel magazine *East*, mailed to the companies UK and US database and circulated with *Wanderlust* and *The Sunday Times Travel Magazine*.
- Design, management and reporting on global B2C email marketing campaigns for InsideJapan Tours and sister brand InsideAsia Tours.
- Website testing and reporting in order to identify any user issues. Optimisation of page layouts to drive optimum click throughs and web sales.
- Lead on inspiring brochure design and layout across all brands.
- Providing creative input for key marketing campaigns and developing ideas from concept to completion.
- Providing direction, assistance and leadership for the Junior Graphic Designer and working with external printers to secure prices and print deadlines.

### RESPONSIBILITIES

**Print** - Magazine production / Brochure layout / Stationary / Window vinyls  
Client documentation / Advertisements / Exhibition stands /

**Online** - Newsletter design and campaign management / Web graphics /  
Social media content / Video editing / Front end web design /  
Image library management / Infographics /

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## Professional skills

Graphic Design

UX Design

Video editing

Creative concepts

E-commerce design & management

## Software

InDesign

Photoshop

Illustrator

Bridge

Acrobat Pro

Premier Pro

After Effects

XD

Figma

Sketch

Microsoft Office

## References

Available on request

### DIGITAL MARKETING & DESIGN ASSISTANT | INSIDEJAPAN TOURS | 2014 - 17

Assisting the PR & Marketing Manager with a variety of marketing tasks, including:

- Email newsletter design, scheduling and reporting.
- Management and content creation for all social media channels.
- Organisation of promotional events and participation in shows.
- Maintaining the image library and editing photos for external and internal use.
- Working with tour leaders to capture and edit short travel videos and trailers.

### RESPONSIBILITIES

Newsletter management / Social media coordinating / Print & web design / Website maintenance / Image & video editing / Event organisation /

### DIGITAL MARKETING EXECUTIVE | THE WEDDING SECRET | 2010 - 14

Digital Marketing Executive for The Wedding Secret, an online resource connecting prospective brides and grooms to relevant businesses in their local area.

- Efficient management of the companies email campaigns, social channels and Google Analytics, Design of all print and digital promotional material.
- Responsible for conducting interviews with suppliers and publishing content to tight deadlines, whilst keeping to the companies house style.
- Demonstrating the website at wedding fayres across the South West, and building relationships with new suppliers.

### DIGITAL MARKETING ASSISTANT | AVENIDA HOME | 2011 - 12

Marketing Assistant for Avenida Home, a luxury home accessories retailer.

- Responsible for designing and sending the company e-commerce newsletter, processing subsequent orders, analysing results and managing the database.
- Uploading website products alongside design and maintenance of corresponding Wordpress blog,
- Content creation and coordination of all social media channels to engage and grow the audience.