

KATRINA HORACE

Brand Strategist



Visual Communicator



Illustrator

EXPERIENCE

2015 - 2019

BA HONS Fashion Communication with Business Studies specialising in Branding

2015

Jigsaw Clothing Marketing Intern

2017 - 2018

Oliver Bonas PR & Marketing Intern

2019

Rust Studio - Design Intern

2019 - 2020

The Known Company (Beauty PR) Junior Communications Executive

2020 - 2022

Sir Winston's Tearoom
Freelance Graphic and Social Designer

2020 - 2021

Azurina Store
Graphic Designer & Content Creator

2021 - 2022

Olsam Group
Mid-weight Graphic Designer (1 year)

INDUSTRIES

 Fashion & Lifestyle

 Beauty

 Hospitality

 Ecommerce

SKILLS

- **Managing** and leading a small team to ensure the creative direction for brands is executed end to end
- Creating visual **strategy proposals** that will redefine the brand in it's category across multi marketplaces and platforms
- Experience designing promotional assets including retail displays, e-newsletters, website banners, Amazon listings and social platforms
- Ensuring **organic design and concepts** for each project are presented efficiently and professionally
- Advanced skills in Adobe Photoshop, Illustrator and Indesign with core skills of Premier Pro and After Effects
- Development of **360 brand assets** for category leading businesses, including but not subject to, brand strategy, illustrative graphics, art direction, animation and social
- Managing and **planning** social calendar for execution of long term marketing strategy goals. Increasing brand awareness, social presence and engage with the audience on all social platforms

SOFTWARE



@katrinahoracedesigns

| kathorace@gmail.com

| www.katrinahorace.co.uk