

MIKE KING

MIKE KING DESIGNS A THING

Graphic Designer

ABOUT ME

A strong passion for visual communication and branding, accompanied by a proven track record of delivering cohesive design projects that resonate with diverse audiences. A detail-oriented and organised graphic designer with 8+ years of experience delivering reliable, creative, and impactful results. Responsible for all visual marketing material, digital and print. Multi-skilled across different areas of expertise allowing me to manage varied responsibilities. Leading graphic design initiatives from concept to completion, creating innovative marketing materials to support the organisation's objectives.

JOB EXPERIENCE

DIGITAL CONTENT & GRAPHIC DESIGNER

Freemasons Victoria / 2020 - Present

📍 Melbourne, VIC

- Successfully managing and coordinating over 50 large scale graphic design projects from concept through to completion over the last five years.
- Creating a quarterly 48pp magazine, from creation through to print and distribution, along with securing a 10% increase in advertisers.
- Modernized the design of all communications across social media and print for effective and cohesive design and messaging, resulting in 20% increase in brand engagement.
- Weekly EDM and social media production through a well-managed marketing calendar.
- Collaborating with over ten agencies, production teams, freelance designers and vendors to meet all project requirements.
- Freemasons Victoria implemented my successful designs and processes as the template in 3 states around Australia.
- Taking all event photography for social media as well as personnel portraits and merchandise photography, producing hundreds of images.
- Filming and video editing for special event promotions, which boosted tickets sales by 20%.

MARKETING ASSISTANT/PHOTOGRAPHER

Test Meter Group Ltd / 2015 - 2019

📍 Leeds, UK

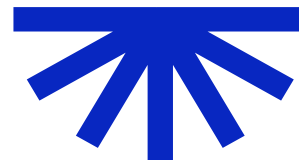
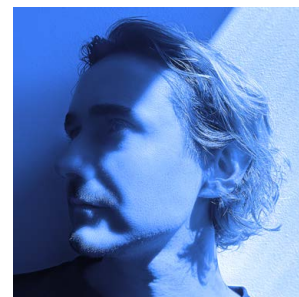
- Worked on a wide range of projects to develop and design innovative marketing assets that surpassed organisational goals and priorities.
- Responsible for creating all digital and print design work including web banners, flyers, weekly EDMs, and a full social media calendar.
- Directly involved in the creation and design of three new e-commerce websites that produced an increase in traffic of 15%.
- Working on an average of five projects simultaneously in a fast-paced environment with changing priorities and strict deadlines.
- Photographing over 100 technical products and editing the images.

WEB ADMINISTRATOR/PHOTOGRAPHER

Circle Fashions / 2010 - 2015

📍 Huddersfield, UK

- Photography for entire fashion product range in a professional studio setting.
- Photography retouching and editing of over 100 images.
- Website management and maintenance, product creation.



CONTACT INFO

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Melbourne, VIC

EDUCATION

2009 - 2013

BACHELOR OF ARTS

University of Huddersfield

2006 - 2008

4 A LEVELS

Birkenhead Sixth Form

2001 - 2006

10 GCSES

Woodchurch High School

EXPERTISE

Adobe Suite
Asset Management
Branding
Composition
EDMs
Flyer Design
Info Graphics
Magazine Design
Microsoft Office
Photography
Social Media
Typography
Video Editing
Word Press

PASSIONS

Design
Exercise
Friends
Photography
Reading
Travel
TV/Film
Video Games