

# ABBIGAYLE WARNER

GRAPHIC DESIGNER | EXPERT BLOGGER

## ABOUT

ABBIGAYLEWARNER.COM

INFO@ABBIGAYLEWARNER.COM

## CONTACT

I am a young Entrepreneur and Designer from Birmingham, England. I've always loved Social Media and Design, and as a result I'm consistently driven with a business mindset. I created 'The Bloggers Parlour' in April 2016, where I brought Brands and Bloggers together through social and corporate events in the West Midlands.

For this I fulfilled a number of Beauty events for The Body Shop and L'Occitane En Provence which allowed me to generate a greater insight in the business world. I consistently utilise social media to positively promote my brand and my interests daily. With a background in Graphic Design and Blogging, I am able to successfully combine all of my knowledge to generate highly successful outcomes.

I work well in a team environment, also thrive working solo, and under pressure. I possess great multitasking abilities and a strong overachieving work ethic.

## EDUCATION

Birmingham City University  
**Bachelor of Arts ( B.A. ) -  
Visual Communication**  
Currently Studying  
Expected Graduation - July 2018  
Activities - Student Representative

Walsall College  
**HND Diploma - Graphic Design**  
Grade - Distinction  
Activities - Student Representative

Walsall College  
**HNC Diploma - Graphic Design**  
Grade- Distinction  
Activities - Student Representative

Walsall College  
**BTEC Level 3 Extended Diploma in  
Graphic Design**  
Activities - Student Representative

Northern Virginia Community College  
**Associates Degree in General Studies**

Sutton Coldfield Grammar School  
For girls  
**11 GCSE's | High School Diploma**  
Birmingham England

## EXPERIENCE

### **Graphic Designer | September 2016- Present Freelance**

Working as an individual I have generated several design projects that include :  
Logos, Social Media Templates, Blog elements, E-books, Video Animations,  
Kinetic typography and Illustrations.

### **Professional Blogger | August 2012- Present Freelance**

I consistently and frequently write SEO optimized blog posts for my own personal blogs as well as others. Working with top brands such as Real Techniques cosmetics and Motives Cosmetics; I have written blog posts that successfully promote their brand and generate a higher brand awareness. Strong Social Media Management is required for all positive outcomes.

### **Guest Speaking | April 2016 Virgin Start-up | Walsall , England**

Working with Virgin Start-up, I presented a motivational speech to a crowd of local and corporate businesses. Utilising my knowledge I was able to present my top social media strategies for business growth.

## EXPERTISE

- **TEAM LEADERSHIP**
- **PUBLIC RELATION**
- **PROJECT MANAGEMENT**
- **GRAPHIC DESIGN**
- **MOTION GRAPHICS**
- **VIDEO EDITING**
- **EVENT PLANNING**
- **GUEST SPEAKING**
- **ONLINE MARKETING**
- **SOCIAL MEDIA MANAGEMENT**

## SKILLS

- **ADOBE PHOTOSHOP**
- **ADOBE ILLUSTRATOR**
- **ADOBE IN DESIGN**
- **ADOBE AFTER EFFECTS**
- **ADOBE PREMIERE PRO**
- **MICROSOFT OFFICE**
- **COPY-WRITING**
- **SEO | CONTENT OPTIMIZATION**
- **USER EXPERIENCE**
- **SOCIAL MEDIA MARKETING**
- **BLOGGING**
- **WORDPRESS**
- **ADVERTISING**
- **BRANDING & VISUAL IDENTITY**
- **CONVERSION OPTIMISATION**
- **VIDEO EDITING**
- **DOMAIN ADMINISTRATION**
- **LAYOUT DESIGN**
- **DIGITAL PAINTING**

## AWARDS

**Adult Student of The Year 2016**  
Interior Design, Fashion ,  
Graphics and Media

**Hi Ed Student of the Year 2016**  
The Lyndon Bayliss Award

## SOCIAL

LINKEDIN

@ABBIGAYLEWARNER

TWITTER | INSTAGRAM | WEHEARTIT

@ABBIGAYLEWARNER

PINTEREST

@HERLUXETRAVELS

## MORE EXPERIENCE

**Corporate Event Planning | July 2014 - September 2017**  
Freelance | Birmingham, England

Between guest speaking for Virgin Startup, and organizing several social media masterclasses; I fulfilled a number of corporate blogger events for several brands. With a social media driven theme for each event, the brands were able to obtain over 1 million impressions online during the events. With each event having a uniquely tracked hashtag, I produced successful results. Below are Samples of some of the events I've organised.

The Body Shop UK

Working With The Body Shop Birmingham UK, I organised several blogger events bringing brands and bloggers together . The Events consisted of interactive games for the bloggers to learn more about the brand and network. My role was to plan , organise, promote and host the event . My design skills were utilised by branding all promotional elements, working with and creating photography, and networking with the bloggers individually to attend the event. All elements of the event were organised in detail by myself which allowed me to maximise my overall skill set. I also worked with sponsors for the event to create goody-bags for the bloggers, in which they reviewed on their blogs following the events.

L'Occitane En Provence

I worked with L'Occitane En Provence to organise their Christmas event at their Birmingham Store. All organisation of the event was generated by myself , as well as branding and promotional materials for the event. The events were successful in driving over one million online impressions during the night.

**Social Media Strategist | March 2016- September 2016**  
The Hub | Walsall , England

My duties included , working with The hubs Clients, offering campaign strategy and advice to grow their online presence. I designed several posters and promotional items for the ongoing programs, as well as hosting a Social Media Master-class for Walsall College Student's Social Media Growth.

**Social Media Marketing Intern | June 2010 - August 2011**  
Johnson Inc Marketing | Richmond Virginia

My duties were to manage the Social Media Accounts for the company. Post on various websites such as Twitter and Facebook to promote each company event. Working in a team environment, I helped generate strategies for social media growth.

## REFERENCES

**\*Available upon request**

## ONLINE PRESENCE

My Portfolio, examples of my work and information about any events I have generated are available on my website: **Abbigaylewarner.com**

My ongoing Blogs are:

**Herluxetravels.com** | Travel and Organisation Blog

**Luxemillennial.com** | Beauty and Fashion Blog