



Contact Details

Portfolio: <https://www.betom-art.co.uk>

Email: bethanytompkinsart@gmail.com

Mobile: 07759529630

LinkedIn: <https://www.linkedin.com/in/bethany-tompkins>

Personal Statement

With a Master's degree in Marketing & Branding Design, I have a passion for creating immersive experiences that connect with the audiences as seen through my work in Fine Art, app projects, and social media research. Additionally, my proficiency in design theory and software, combined with my flexibility and creative thinking make me a valuable asset within graphic design, user experience, and marketing.

Work History

May 2023

Marketing Executive

Red Carpet Ready, *Branston.*

- Created PDF material such as Pitch Packs for celebrities, managers, & retail venues.
- Liaise with in-house Content-Creators to gather availability, scheduled content day, assisted with setting up and removing lighting & dresses to the content day venue.
- Managed CEO & Brand LinkedIn Accounts.
- Created a LinkedIn Strategy document looking at the SSI Index and KPI's for the platform in the short term & long-term targets.
- Used CSM systems; WordPress and WooCommerce to update and maintain website product information and graphics.

Oct 2021 - Jun 2022

StARs Representative

University of Winchester, *Winchester.*

Student Academic Representatives (StARs) are student volunteers who are elected by their classmates to represent their year group for their course. Worked with another peer as the representative for MA Digital Media Practice All Pathways for the academic year 2021-2022.

- Collated feedback from peers about their experiences with the course and university areas including support on; Modules, Opportunities, Access to Lecturers, Mental Health, & Social support.
- Provided feedback in Student-Staff Liaison Committees (SSLCs).
- Ensured that student's concerns were addressed and relayed back to peers after meetings concluded

Jan - May 2022

Social Media Strategist

Ageing Without Children Lincolnshire, *Remote.*

- Research current platform developments and social media demography & trends.
- Proposed a strategy, schedule, and branding with a content calendar, visual presentations & meetings, and written documents.
- Assisted with setting up the appropriate platforms, with visual assets for them to use.

May - Jun 2021

Marketing & Design Team

Fine Art Degree Show, *Lincoln.*

- Organised meetings with colleagues within Marketing & Design Team prior.
- Used Figma to discuss site navigation and user experience of website exhibition with Co-Lead.
- Set up website structure and Layout of pages using wix.
- Analysed previous years virtually exhibition and focused on creating a cohesive site for 32 different artist's in a wide range of different media & topics

April 2021

Social Media Coordinator

Art For Messy Beings, *Remote*.

- Organised & created Content Calendar on Trello, and arranged scheduling & publishing of posts.
- Wrote Copy across brand platforms including; Facebook, Instagram, & LinkedIn.
- Worked collaboratively with Projects Officer and AFMB Team to create engaging content to inspire creativity.
- Collaborated with researching resources & topics to assist with educational signposting from relevant platforms.

Jul - Sep 2020

Young Exhibition Curator

20-21 Visual Arts Centre, *Remote*.

Worked alongside 5 other Young Curators to organise, promote and release a 3D virtual exhibition during the pandemic, centred on the artists' interpretation of 'Sense of Place' during such an uncertain time period.

- Collaborated with a co-designer to create the virtual space and logo of the exhibition.
- Created 3 designs as virtual signage within exhibition and on social media.
- Organised and managed Instagram account and ensured content & copy were kept scheduled using Trello.
- Promoted the launch with 2 other Young Curators and Curation Mentor on a live interview with BBC Radio Humberside.

August 2017

Signage Designer

St Thomas' Parish Church, *Market Rasen*.

- Liaised with client on timeframe, tone of voice, and branding inspiration.
- Designed & produced 2m x 1m signage to promote coffee mornings at St Thomas' Church.

Aug - Dec 2016

Illustration & Layout Design

Kett Sable, *Hull*.

- Arranged meetings with author regarding illustration and layout process.
- Created 23 total illustrations & engaging layout design for families and young readers, as seen in the book 'Song for the Shepherds: A Christmas Night Adventure' (ISBN 978-0995670204).

Software Experience



Adobe



Photoshop



Illustrator



InDesign



Premiere Pro



After Effects



XD



Affinity



Photo



Publisher



Office



Word



Excel



PowerPoint



Trello



Notion



Figma



Wix

Key Skills

Adaptability,
Creative Problem Solving,
Computer Literacy,
Self-Motivated,

Education

2021 - 2023

MA Digital Media Practice: Advertising, Marketing & Branding Design.
University of Winchester, *Merit*.

UX Design: App Concepting, Empathy Mapping, Prototyping,
Brand Guidelines, Demographic analysis,
Social Media Strategy.

2018 - 2021

BA Fine Art

University of Lincoln, *First Class*.

Digital Literacy & Ability to work with a range of mediums.
Verbal & Written Communication & Presentation Skills.
Time keeping & Organisation within project management.
Eye for detail when creating artworks & maintaining exhibition spaces.

2016 - 2018

A Level: Art, Psychology, History

De Aston School,

2016 - 2017

Extended Project Qualification

De Aston School, A.

2015 - 2016

8 GCSE's including Mathematics & English

De Aston School, A - C.