

ADAM DENNINGTON

Digital Designer, Marketer and Writer

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An incredibly versatile individual with a reliable, honest and committed attitude. Currently based in Cyprus, I am most passionate about digital media and marketing with experience in motion graphics, social media, content writing, branding, copywriting, video production and user-experience that spans over ten years between.

Currently designer and marketer of a creative marketing agency and work independently, with the attitude of providing an excellent service that oozes of creativity. Strong communicator and people's person from having previously had a diverse work experience in hospitality, retail and industrial duties. I am ready to bring to you the ideal skillset persona; showcasing my enthusiastic, flexible, warm and organised contribution in your team. I possess a clean driving licence since 2012 and own my own vehicle in Cyprus.

Employment and Experience

Content Writer and Copywriter at *The Business Rover* - Nicosia

2024

Working part time for a copywriting company that writes articles for technology and software landing pages. This role demonstrates my writing and editing capabilities for web pages and my ability to follow guidelines set out by a team, as well as applying words for the benefit of search-optimisation.

Freelance Designer, Marketer and Content/Copywriter at ADVENT (Self-employed)

2015 - Present

Working as a freelancer in graphic, motion and multimedia design, utilising my skills in Adobe CreativeCloud and delivering high quality work for different clients, both online and in-person. Enjoy meeting new clients and building my network of contacts for each project I contribute towards.

Specialising in design, brand and social media content and strategies for international clientele and campaigns. Crafting SEO-optimised posts, enhancing online visibility and engagement for diverse clients. Developing compelling landing pages to drive conversions and lead generation, tailoring messaging to each client's unique offerings and target audience with persuasive and personalised email content driving customer acquisition, retention and brand awareness.

Digital Designer at Hampshire Constabulary at *Hampshire Constabulary*

2022 - 2023

Worked as a designer for newsletters, branding and the development of new training platforms for the Hampshire Constabulary. I proved a reliable, trusted and a strong team player in this role, ensuring all work follows a schedule and confidentiality is maintained considering the importance of the employer.

Social Media Designer and Strategist at *Drop The Mask Productions* - Southampton

2022 - 2023

Worked at a Community-Interest-Company providing social media for various clientele in Hampshire; had the task of designing content and branding, as well as strategising off-page SEO.

Administrative Assistant at *C.Gars Ltd* - Norfolk

2021

Worked in the postage department before attending University in Hampshire; duties were to ensure orders are correctly dispatched, database checked and labelled for delivery.

Print Finisher and Line Assistant at *Clays Ltd and CPI Group* - Suffolk

2015 - 2020

Supervised and maintained packaging machine, whilst labelling and stacking each package for customer distribution, as well as running a machine that cuts board for hardback books.

Education

Master's in Digital Advertising, Marketing and Branding

University of Winchester

2021 to 2022

BA (Hons) in Animation Production

Norwich University of the Arts

2012 to 2015

BTEC National Diploma in Film and Moving Image

East Norfolk Sixth Form College

2009 to 2012

Skills

- Experienced with Adobe Creative Cloud, Hootsuite, Mailchimp, Figma, Wordpress, Canva, Buffer, Trello, Grammarly, Google Analytics/Docs, Meta Business Suite & Microsoft Office.
- Email marketing, direct marketing and call-to-action.
- Utilising and maintains awareness of current trends in marketing and digital technology.
- Attention to detail, consistent in work quality and following brand guidelines.
- Multi-tasking, keeping on schedule and delivering within time limit.
- Freelance experience and working to a client's brief.
- Copywriting and content/creative writing, editing and proof reading.
- Excellent time-keeping, organisation and attendance.
- Team leadership, project management and quick-thinking.
- Social media management, content and SEO Strategy.
- Multimedia; photography, typography, motion graphics and design communication.
- Research, surveying and professional source/ethics referencing.

My hobbies are kayaking, badminton, swimming and bowling, with a passion for travelling and acquainting myself with people and new locations.