

# Tom Graves-Cooper

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## Me

I have extensive commercial experience and proven success in delivering marketing messages, most recently demonstrated by my effectiveness as Lead Creative, Senior Graphic Designer for Molokini Marketing Ltd.

I have superb organisation skills: handling numerous projects at the same time, consistently meeting tight deadlines and using my initiative. I often deal with jobs from concept through development to the final polished article.

I have good communication skills working with various people and companies to ensure each element is as successful and effective as possible. My keen eye for detail and use of effective typography have enabled me to deliver projects with diverse and complex elements.

As Senior Graphic Designer I also present work, lead meetings and one-to-ones with colleagues. I am articulate and punctual. A team player and provide a positive example to those around me, displaying a non-judgmental, encouraging attitude.

## Core Skills

- Adobe Creative Suite
- Brand and visual identity management
- Print campaign management
- Social media marketing
- Communications strategy
- Concept visuals

## Interests

- I draw, sketch and paint and have found this to be a valuable skill in developing ideas and initial concept art.
- I have a passion for board games, both playing and creating them.

## Education & Qualifications

2009 – 2011 BA (Hons)  
Design and Technology Education with QTS  
University of Brighton.

2004 – 2007 Higher National Certificate  
Graphic Design. Merit  
Northbrook College.

2001 – 2003 A levels:  
Art (C) Design & Technology (C) Media (D)  
Hove Park School.

## Employment

### Molokini Marketing Ltd. (Marketing agency)

Lead creative. Senior Graphic Designer | 2022 - 2024

- Brand guardian for a dozen businesses.
- Creation of all print and digital media.
- Exhibition graphics.
- Advertisings and publicity materials.
- Lead colleague and client project meetings.

### Strenson Leisure.

Senior Graphic Designer | 2019 - 2022

- Brand guardian
- Creation of all print media: brochures, pamphlets, flyers, menus, posters and signage.
- Marketing and sales promotion – creating effective promotional materials for a variety of events and venues (print and digital).
- Interior & exterior design, with technical diagrams.
- Communicating with production companies, senior management and internal departments.
- Training and mentoring new employees.
- Updating and creating all digital media for the website and social media campaigns.

### Worthing Theatres and Museum.

Senior Graphic Designer | 2011 – 2019

- Creation of all brochures, pamphlets, flyers and posters.
- Brand ambassador for Theatres and Museum. Ensuring consistent visual identity across all mediums and throughout all five venues.
- Marketing and show sales promotion – creating effective promotional materials for a variety of shows and productions (print and digital).
- Communicating with show management, senior management, internal departments, external suppliers and marketing team.
- Working within the marketing department, individually and as part of the team, using my initiative to effectively increase productivity.
- Leading marketing meetings – giving valued contributions, articulating concepts and ideas to senior management with regard to moving forward within design and branding.

### Origin Creative Solutions Ltd. (Design agency)

Senior Graphic Designer | 2004 – 2009

- Handling client specifications from concept to completion.
- Developing initial concepts and creating art boards.
- Designing corporate identities, stationery, publicity materials, vehicle livery and signage.
- Fluently, effectively and efficiently using Adobe Design Suite and other CAD CAM software.
- Liaising with clients and suppliers.

## Referees

Available upon request