



Katie King-Calton

Digital Designer

Key Skills

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Education

St John Fisher Catholic High School
New College Stamford
More Training/Axia Solutions at NM Print
AIM Education

Qualifications

Apprenticeship - 2023/24

NVQ Diploma in Content Creator - Distinction

Apprenticeship - 2012/13

NVQ Diploma in Digital Artwork Level 3
NVQ Diploma in Digital Pre Press for Print Level 3
Technical Certificate in Understanding the
Print Working Environment Level 3

AS/ A levels

A level - Sociology- B
AS level - English Literature- C
AS level - Art- D
AS level - Photography- D+
AS level - General Studies- D
AS level - Graphics- D+

GCSE:

English Literature- A
Religious Education- A
History- B
English Language- B
Art- B
Math- C

AdobeSuite: Dreamweaver,
Illustrator, Photoshop, InDesign,
XD, PremierePro and Animate

HTML email design

Video editing

Audio recording and editing

Understanding of UX/UI design

Social media campaigns and designs

Digital and print design

Presentation design

Content Creating

Troubleshooting

Knowledge of Media and
publishing

Knowledge of Google Analytics

Social Media design

Managing deadlines

Team player as well as
working on my own initiative

Understanding of WordPress sites

Works easily under stress

Consulting

Employment History

Bauer Media

March 2018 - Present

Digital Designer

- Designing for Bauer brands
- Adobe suite - Photoshop, Illustrator, Dreamweaver, XD, Animate, Premiere Pro and InDesign, also experience with UI/UX design
- Design all sorts of digital creatives such as digital ads on the websites and email campaigns
- Video editing and audio editing
- Social media designs for Facebook, Twitter and Instagram, including Facebook collections and instant experiences
- Print ads
- HTML ads and HTML5
- Presentation designs and pitchdecks
- Trouble shooting - fixing HTML and designs from outsourced designers
- Completed content creator course with a distinction
- Management of Junior staff

Bauer Media

June 2016 - March 2018

Campaign Implementation Executive

- Ad trafficking in DFP and Ad Tech on Radio sites
- Trafficking PMPs and programmatic guaranteed
- Mobile apps ads - banners and interstitials
- Optimising ads to make sure they hit targeted impressions
- Instream trafficking
- Delivery reports
- Training in Google Analytics
- Liaise with sales regarding optimising options and trafficking issues

Bauer Media

Feb 2016 - June 2016

Digital Coordinator

- Help the digital team
- Run and populate daily and monthly reports on Google Analytics
- Look after Facebook account such as comment alerts and posting adverts
- Helping with competition entries
- Using responsys for email marketing
- Transferring web content to Squarespace

Johnston Press

August 2014 - Feb 2016

Delivery Executive

- Traffic adverts for Scotland, North Midlands and South Yorkshire
- Approve advert artwork and Click Through URL before setting live
- Trained on Native adverts in Media Voice
- DFP trained (DoubleClick for Publishers)
- Advertorial Training in Ponoploy
- Helping hand for sales reps - file size, pixel size, flash version etc

Vivacity

Part time - Mid 2017 - December 2017

Front of house for musuem, flag fen and longthorpe tower

- Customer service
- Till work for the gift shop
- Help with cleaning
- Bookings over the phone
- Answering emails

Ikea Temp work

June 2014 - August 2014

Refund department

- Customer service
- Resolving issues
- Issuing refunds to customers

NM Print & Communication

January 2012 – May 2014

Design Assistant

- Graphic Design – Print Design
- Running content managed sites – updated them, designing them etc
- Admin – filing, setting up prices in excel etc
- Customer Service – answering the phone for queries, meeting with clients to discuss design and web ideas, giving customers advice on design, web, branding etc
- Promoting the company – sending out marketing emails

ASDA

December 2010- December 2011

Refund department

- Customer service
- Stacking of products
- Till work

Employment Details

March 2018 - present

I've been a Digital Designer for Bauer Media for a many years working my way up from junior, to mid-weight and now to senior. Working across multiple brands such as MCN, Mother&Baby, Grazia, CAR, Parkers, Take a Break and many more.

I work within the Adobe suite, mainly using Photoshop, Illustrator, InDesign, Dreamweaver, Premier Pro and Animate. My design work for the Bauer brands consist of social ads (insta posts, insta stories, facebook etc), HTML emails, videos, print, presentation designs and more. My role also consists of coming up with new and exciting ideas for campaigns across the commercial and digital teams.

I have recently completed a Content Creator Apprenticeship with Bauer and passed with a distinction. This course taught my many things that I now use in my daily work. For example copywriting is something I incorporate into many ads for social. Also I now have skills in Podcast recording and editing which is a great skill to have and runs alongside my video editing for Bauer Brands and has a lot of potential. It has also given me more confidence with pitching new ideas, networking with other companies and teams.

June 2016 - March 2018

As Campaign Implementation executive I looked after the radio side of our team which is then split into regions between me and a few other colleagues. I look after North East, Yorkshire and Midlands, which contain sites such as Metro, Viking and Gem 106. I approve these orders to make sure there are available impressions and that the dates are available to serve for homepage takeovers etc. I liaise with sales if there are any issues throughout all of the trafficking process. We used to use a system called Ad Tech but have now migrated to DFP as our main ad server which is what I used at Johnston Press. Once the ads are trafficked and are serving we then make sure they are on track for delivery. We do this by pulling weekly delivery reports that we send out to those who need to see if such as sales reps and advise on how we can optimise the campaigns if they look like they may under deliver.

As well as radio I also look after mobile apps across the country. We used to host these through another company using Ad Marvel to pull our own reports but have now taken them in house and use DFP to traffic and monitor these as well. I have also taken on the responsibility of PMPs and Programmatic Guaranteed trafficking which is also used through DFP, which has also allowed me to have training in Google Analytics. We have offices in London that we may go to once a month or so to have catch up meetings etc.

Part time work - Vivacity

Whilst working as Campaign Implementation Executive I also worked part-time with Vivacity, a charity that works within Peterborough. They look after heritage, health and fitness and our libraries. I worked within heritage as front of house at Peterborough Museum, Flag Fen and Longthorpe Tower. It has been great to help vivacity out as and when they needed me and be involved with a customer facing role.

February 2016 - June 2016

I then went onto to work for Bauer Media as a Digital Coordinator. This was a role to help the digital team with running daily and monthly reports using programs such as Google Analytics. I also helped with Classic Cars for Sale, running the facebook, posting adverts for cars and using Umbraco to post competition entries to the websites. I also helped with email marketing. This role was based across brands such as Parkers, MCN, MCN Compare, Mustard, Classic Cars for Sale and Land Rover Owner. However, I was also involved in a project across many sites where I had transferred content from each site to Squarespace, a new content managed system. I have been involved in admin such as invoicing, purchase orders and expenses using Proactise.

August 2014 - February 2016

After NM Print I worked as a temp for IKEA to gain more customer experience, until I moved onto to work for Johnston Press as a Delivery Executive working in Digital Advertising. My role was to traffic ads onto the Scotland, North Midlands and South Yorkshire newspaper sites. A lot of quality control is involved to make sure file sizes are correct, making sure the right files are used for the right slots (MPU, Leaderboards, Homepage Takeovers, Skyscraper etc) and approving adverts, therefore checking spelling, date sensitive ads, family friendly content etc.

I developed useful skills in DFP (DoubleClick for Publishers) which we used as our ad server in which we trafficked hundreds of ads per day. Members of our team had there own side projects, I had Advertorials which we used Ponopoly and a project called Native Ads (Voice Local) on Media Voice and DFP. Native was very interesting to work with as it was still quite new and was a brand new project for Johnston Press when I worked on it which meant I was there at the testing stages.

I also have experience with word press sites such as WOW 24/7 as I have used them to publish Native ads as well as Media Voice. We would run weekly delivery reports of campaigns for those not serving it's impressions and make suggestions or alterations to the campaign to make sure it reaches it's total impressions. This could be extending the end date, adding to local sites etc.

January 2012 - May 2014

In December 2011 I was offered an Apprenticeship role as design assistant and pre press print assistant, in which More Training based in Stoke en Trent would come monthly to provide coursework and assess me. I was meant to finish the Apprenticeship in 2-3 years but managed it in a year and a half with NVQ Diploma in Digital Pre Press for Print Level 3 - Digital Artwork Level 3, Technical Certificate in Understanding the Print Working Environment Level 3, Key Skills Application of Number Level 2. The Apprenticeship was a great thing for me to pursue, I got high NVQ level Diplomas, as well as gaining customer service experience, good office experience and of course great design knowledge, and how a design should be set up for print.

After my apprenticeship I was offered to continue my role as design assistant at NM Print & Communication. Working there has made my working knowledge of the Adobe Suite (Illustrator, InDesign, Photoshop) at top level, with my knowledge expanding all the time. I'm eager to learn more and more every day, and often use my lunch hours to explore design methods in the Adobe Suites.

I also got involved in the web/digital side of things at NM Print. I worked in a bespoke content managed website builder, in which I would regularly update information, upload images, set up contact forms to emails, and also working with e-commerce sites. I dealt with customers on a daily basis, helping them with proofs, and setting their work up for print as well as designing for them. I also helped out in admin, filing, writing letters, setting up price lists into spread sheets, contacting customers for outstanding payment etc. As well as admin I also got involved in marketing such as e-shots.

December 2010 – December 2011

In 2009 I left 6th form to follow my passion of Graphic Design and to study it at New College Stamford. I also took sociology to finish my A level in that. In 2010 I worked at ASDA to get me by while studying at college and then looking for an Apprenticeship. I then left at the end of 2010.

2009-2010

In 2008 I started 6th form at St John Fisher Roman Catholic High school to study A levels which included, Art, English Literature, Sociology and General Studies. I found a real passion for English Literature and sociology, in particular I found an interest in magazines, how they were laid out, styles as well as actual journalism.