

HANNAH GAD
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FREELANCE PRESENTATION & PITCH DESIGNER

Based in the outskirts of London with the flexibility to work centrally or rurally, I am a skilled presentation designer with a background in Communications, Marketing and Graphic Design. This enables me to create presentations and pitches with a high attention to detail, minimum of fuss and effective end purpose, as well as personalized info graphics and current aesthetics.

I have excellent interpersonal skills being a confident visual, verbal and written communicator. Proficient at analysing situations and assertive in my decision making, these combined with my skills in problem solving enable me to feel confident in a variety of situations and with multiple personality types. My effective planning and organization skills enable me to work competently by myself or in a team.

SOFTWARE SKILLS

PC literate
Mac literate
Microsoft PowerPoint
Microsoft Word
Microsoft Excel
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Keynote
Prezi

GRAPHIC SKILLS

Presentations
Pitches
Branding
Internal
Communication
Typography
Illustration
Info graphics
Google Ad design
Design layouts
Retouching

DIGITAL SKILLS

SEO
WordPress
Magento
Google Analytics
HTML understanding

PRESENTATION SKILLS

Internal & External
Bid documents
Sales & Agreements
Info graphic design
Visual communication
Emotional connection
Emphasis to content

HD GAD Ltd

January 2018 - Present | Freelance Presentation & Pitch Designer



To date, the biggest pitch I have worked on secured a £600K deal with iconic brand LEGO, with a turnaround of 5 days. With the dedication and loyalty to work well remotely and on site, since starting my career I have worked with a number of clients multiple of times. Not only do I create infographics from scratch according to the branding and guidelines of a company, I relate to the brand, become submerged in their identity and push its creativity to the max. With extensive experience in marketing and Branding; typography, logos and layouts are quickly and easily produced, then used in the pitches and presentations.

Managing tight deadlines and time sensitive cases is something I thrive at. This has been the case with various companies that needed a quick, powerful and influential pitch in a matter of hours. Setting companies up for the long run and building a reliable relationship is part of my personality and natural code of working with new a new business.

Arcadia Group (London)

April 2017 – December 2018 | Communications Graphic Designer

Based in the Business Change team I created and implemented specific communication strategies for change projects and for the Business Change Transformation project. Working on multiple tasks at the same time allowed my cognitive skills to mature and creative skills to flare. Working on each campaign from beginning to end; from initial ideas to creating the final graphic content and presentations to the business made me realize my passion for working holistically. I also worked closely with Systems and Training teams to help develop content and communications throughout the brand. Adding fun to training presentations and knowing the target audience through extensive research has improved attendance to training programs by at least 50%. I also trained the trainers on how to use PowerPoint effectively as well as the basics of Prezi.

Bareface Model & Talent Agency (Dubai, UAE)

February 2016 – December 2016 | Marketing Executive

Bringing the brand into the current century with newly improved Company Profiles and introduction presentations for talent and team members, kick started my passion for presentation design. This led me to create masters and templates for all talent booking in both Keynote and PowerPoint as well as a new system that all staff still follow.

I coordinated and managed all marketing and communications related to Bareface, including implementing strategies on marketing, PR, social media, digital and internal communications. I was the sole point of contact for any marketing related enquiries from both internal and external suppliers as well as budget management of all marketing activities and digital renovations. My knowledge of HTML coding has drastically improved in a short period of time, allowing myself to excel in digital marketing. Attending industry events and networking as well as creating workshops and presentations allowed my communication skills to thrive.

SOPHIESCLOSET.COM (Dubai, UAE)

January 2013 – January 2016 | Social Media & Communications Manager

Raising awareness of the brand through multiple, relevant social media platforms by devising content, analysing the results and producing strategic online campaigns, proved how successful branding can elevate a company in a short period of time. Knowing the importance of branding and my skills in graphic design, I took on the role of assistant art director; creating heavily branded advertisements, newsletters, packaging, promotional material and the development of the brand's identity in the company's latest re brand. I assisted with the company's new website design, helping it function with ease and communicating between the developers to resolve any issues efficiently. I managed the e-commerce site's content, as well as archiving products to the backing system, briefing staff on procedures and delegating necessary tasks.

During my first year, I was promoted and also became responsible for the company's PR and communications. In the time that I worked with SOPHIESCLOSET.COM, we became an award winning company. Grazia Style Awards 2014 'Best Regional Online Retailer' and Grazia Style Awards 2015 'Best Regional Accessory Brand'.

Ravensbourne - City University of London

BA (Hons) Fashion Promotion and Communication
(2:1) 2009 - 2012

ABC Foundation Diploma in Art and Design
(Distinction) 2008 - 2009

Vocational Qualification in Tap and Modern Dance
UKCC Level 1 Netball Coaching

REFERENCES ARE AVAILABLE ON REQUEST