

# ALICE HALL

## PROFILE

A creative individual who enjoys expressing ideas through visual presentation with a love for design, sports, the outdoors and photography. I look forward to new challenges and love to work as part of a team. I enjoy working across a range of brands. I am looking to use my professional creative experience in the sporting sector alongside my passion for the industry and move towards a new, more challenging role that encompasses these elements with the opportunity to develop my skills.

## SKILLS

- Proficient in the Adobe Creative Suite (Indesign, Photoshop, Illustrator)
- Proficient in QGIS GIS Mapping software (Outputting data, spatial analysis, creating base maps)
- Proficient in the Microsoft Office Suite (Excel, Word, Power Point)
- Typography
- Brand Design and delivering presentations
- Attention to detail

## CONTACT

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## EXPERIENCE

ASSISTANT MAPPING MANAGER | BIRMINGHAM COMMONWEALTH GAMES 2022 | CONTRACT, DEC 6 2021-10 AUGUST 2022

I work with the Mapping Manager supporting the daily production of static and digital mapping outputs for technical and public facing documents included in publications, presentations, partner guides and for website integration. This starts with working with functional areas and partners to understand and plan mapping outputs.

The most recent projects have included spectator guide maps, logistic maps, maps showing designated walking routes and transport maps to name a few. The process involves creating the base maps and scale in the mapping software QGIS and then exporting these into Adobe Illustrator for digital enhancement whilst adhering to agreed cartographic standards. The organisation uses Iventis (web based planning platform) to plot their data which we then enter into QGIS. This work is normally completed to tight deadlines and has to be finished to a high standard due to its high visibility in the public domain. I also took on an individual wayfinding and signage project producing icons that were later used across various publications.

In addition, I have to manipulate and translate Spatial data from a range of mediums (CAD, GEOJSON) into GIS format: create, edit and manage spatial information with QGIS and also present analysis of this as well as communicating it effectively when maintaining spatial data. In particular, I have become proficient in OS specific packages including VectorMap Local and Open Zoomstack.

I also have to develop and maintain effective working relationships with external parties such as Transport for the West Midlands, Birmingham City Council, Ordnance Survey and sponsorship partners to ensure appropriate sharing of information and consistent project timelines and deliverables, as well as internally maintaining key relationships with transport, Functional Area leads, publications team and workforce.

DESIGNER | WARWICKSHIRE COUNTY CRICKET CLUB, EDGBASTON

JUN 2019- PRESENT

I have worked across the 3 strands: Warwickshire County Cricket Club, Birmingham Bears and Edgbaston Stadium. It included working on a variety of graphics for the stadium such as: stadium branding and signage; screen graphics (including the 2019 World Cup and Ashes); upcoming matches; bar tariffs; social media assets in a variety of sizes; weekly player content; other non- cricket events hosted at Edgbaston including Firework Night, concerts, conferences, sporting dinners and Christmas parties.

Other projects I lead (working closely alongside the Head of Marketing and Brand) involved an app launch, brand guideline updates for all three strands, maps of the stadium, a rebrand of the Birmingham Bears Team, the yearbook and the 2022 membership brochure. The main aim was to keep the brands intertwined but have a distinct separation between them.

I also took on a role as a Customer Services Executive on major match days. This was a huge responsibility as it involved remaining level headed and dealing swiftly and effectively with customer complaints, engaging with different teams to find resolutions whilst also being a Loggist in the control room using the system 'Halo' to record and manage incidents. I have gained better communication and adaptability skills from this role.

LEARNING SUPERVISOR | PRINCE HENRY'S HIGH SCHOOL

PART TIME, OCT 2020 - JAN 2021

During my furlough period I helped out at the local school and covered lessons for absent teachers. This was for a variety of subjects including PE, English, Art, IT and Science. It was my responsibility to deliver the set cover work to the class and supervise them, ensuring the set work was completed. I also completed a Safeguarding training course.

MARKETING INTERN | FLEXYS SOLUTIONS | JAN-MAY 2019

A six month internship alongside my university studies entailing a range of tasks; updating spreadsheets of current clients, conducting marketing research for the company, learning CRM Tools, attending conferences including a talk by Google and "The Credit Summit Conference" in Westminster. I also helped assist with design assets for their website and social media including articles and logos as well as assist with marketing plans including introducing new, innovative ways of best performing tasks. This internship helped me to gain a better understanding of how brands work and how to incorporate user experience and these trends.

DESIGN PLACEMENT | SCHAWK MANCHESTER | SEPT 2018

Duration of one week, spread across the Walkers and Coca Cola teams who do all of the packaging and printing for these brands. I also spent time in the colour lab and helped test different tones of paint for brands such as Kinder, to ensure the company was satisfied with the colours that are implemented on their packaging. I also spent time seeing the printing in action, having a go at meeting the quality requirements and checks that are done before printing.

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## DESIGN PLACEMENT | CAB STUDIOS | JULY 10-20TH 2018

I was assigned to a packaging design brief to rebrand a fictitious 'Henry's Honey' company with a full marketing suite with atleast 2 concepts and then pitch this in a presentation to the team at the end of the placement. I also spent time with the marketing team, overseeing how they deal with clients and working on pitches that would then be given in presentations.

## SUMMER SALES ASSISTANT | INN EXPRESS | JUN 2016-2018

I worked in the office in my summer holidays as part of the sales team taking customers' orders on the phone lines, organising data, counting large sums of money and inputting this data daily into spreadsheets before collecting revenue ready to then be banked.

## DELI ASSISTANT | MILLETS FARM SHOP | JULY 10-20TH 2018

Worked on the delicatessen and bakery counter. Daily jobs involved: packing the fresh products, serving customers and ensuring that the counters were adequately stocked with sufficient produce at all times.

## EDUCATION/ QUALIFICATIONS

SAFEGUARDING COURSE | PRINCE HENRYS HIGH SCHOOL | DEC 2020

LEADERSHIP AND MANAGEMENT COURSE | SHAW ACADEMY | JUN 2020

ADOBE ILLUSTRATOR ADV COURSE | SHAW ACADEMY | AUG 2020

BA HONS IN GRAPHIC DESIGN | SEPT 2016 - JUN 2019

First Class Honours, The University Of The West Of England

Final year dissertation (chosen topic):

"Athletes see music as an essential part of their pre- event routines in order to optimise performance. How is this trend utilised in both professional and amateur sporting contexts, and to what extent do the media manipulate imagery to influence opinion with a fan base?"

ALEVELS | PRINCE HENRY'S HIGH SCHOOL | JUN 2016

Graphic Products, Geography, English Language

GCSE'S | 10 A\*-C including Maths and English

## ACHIEVEMENTS

SUMMITED MOUNT  
KILIMANJARO | AUG 2019

ASA L1 SWIMMING  
COACHING |  
NOV 2014

FOOD BANK  
VOLUNTEER |  
MAY-JUL 2020  
Helping feed the  
vulnerable in Birmingham

GOLD DUKE OF  
EDINBURGH'S AWARD |  
ACHIEVED 2018

HOLD A FULL UK  
DRIVING LICENSE

## HOBBIES/ INTERESTS

PHOTOGRAPHY

CYCLING AND SWIMMING

PLAYING THE CLARINET AND TENOR SAXOPHONE

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