



# Matt Weet

## GRAPHIC DESIGNER

mobile: 07707 264566 \* e-mail: [admin@mattweet.com](mailto:admin@mattweet.com)  
website: [www.mattweet.com](http://www.mattweet.com)  
date of birth: 13/01/1988

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***A highly enthusiastic and high achieving individual with a wide range of skills and knowledge across various sectors.*** Working in graphic design and marketing for 5 years, a vast array of skills have been acquired, including an ability to think of innovative marketing strategies and carry the concept through from design to promotion stage. A high degree of self-motivation is evident in his self taught musical abilities, as is a persistent drive to reach his full potential.

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## EMPLOYMENT HISTORY

### **Solent Students' Union** May 11 - Oct 11 **Marketing and Promotions Coordinator**

Successfully achieved promotion to Marketing and Promotions Coordinator from Graphic and Web Designer. Whilst in the role, ran a very successful and profitable Freshers Fortnight period, increasing events intake by 60% from the previous year. Successfully recruited and managed a team of 8 student promoters and set a marketing plan for the upcoming year. Introduced new marketing tools including social media monitoring, a 'real life facebook wall' and online/in person special offers.

- \* **Key responsibilities:** Producing design briefs and organising workload of Graphic Designer.
- \* Increasing student engagement levels.
- \* Creating and maintaining branding guidelines for the Students' Union.
- \* Planning and marketing (through marketing plans) all Students' Union campaigns, including large events such as Graduation Ball and Student Elections to smaller campaigns such as drinks promotions.
- \* Recruiting and managing a team of student promotional staff.
- \* Running all online social media for the Students' Union including Facebook, Twitter, Foursquare and YouTube, as well as maintaining the Students' Union website.
- \* Organising and distributing print media including posters, flyers and promotional products.
- \* Acting as a direct contact for students that have questions or want to be involved with the Students' Union. Promoting in person direct to students - requiring excellent customer service skills. Liasing with external clients including local bars, shops and promoters.
- \* Attending relevant development events, including the NUS trade show and conference.
- \* Planning and running several events from club nights to sports days.



### **Solent Students' Union** Aug 09 - May 11

#### **Graphic and Web Designer**

Solent Students' Union represents 18,000+ students throughout their time at University and after graduating. They support students with commercial outlets (bar/café/shop), representation, advice and support, work experience and CV development and much more. During my employment as Graphic Designer I was solely responsible for producing and distributing promotional material for all Students' Union campaigns and activity, as well as maintaining the Students' Union website and social media.

- \* **Key responsibilities:** Designing artwork for all departments of the Students' Union and producing print/online media to a wide variety of briefs ranging from Student Advice and Support to Events and Drinks Promotions.
- \* Preserving the Students' Union branding and consistency.
- \* Distributing promotional material (flyers/posters), and using online media to promote the Students' Union services and activity.
- \* Creating and implementing time management tools and marketing request procedures.
- \* **Skills/Knowledge Gained:** Developed strong relationships with several external print and merchandise companies.
- \* Gained experience of designing for different media - including online, t-shirts, wristbands, promotional products, signage, flyers/posters, magazines, leaflets and brochures.
- \* Developed strong ability to design and promote with the target audience in mind.
- \* Furthered knowledge of Adobe Photoshop, InDesign, Illustrator and Dreamweaver.
- \* Gained a strong knowledge of and experience in different sectors including education, representation, retail, catering, bars and events.

### **Solent Life Magazine** Nov 06 - Aug 09

#### **Magazine & Advertising Designer**

Working for an expanding local glossy lifestyle magazine, with a total distribution figure of 90,000 homes and businesses monthly. In my employment, the company doubled in size and diversified further into small-scale print and web design.

- \* **Key responsibilities:** Creating in-house forms and promotional material. Design of editorial features and advertisements. Planning, layout and final laying-down of the magazine.
- \* Within six months of joining, headed the graphics team on the launch of a second magazine into a previously untargeted area.
- \* Played a significant role in raising awareness about the brand within new regions prior to, and after, the launch of the secondary magazine.
- \* Worked alongside a colleague to set up and maintain the print and web sectors of the business. Continued to generate orders and create artwork for print customers, as well as liaising with various print houses.
- \* Ability to stick to tight deadlines realised, as well as an ability to follow both specific and non-specific design briefs.



## EDUCATION

### **Bitterne Park Secondary School, Southampton**

As a prefect, helped to successfully arrange various activities, including the interviewing of deputy head teacher candidates. Awarded "best in school" in a junior maths challenge in 2001.

2004 Achieved 12 GCSE's at grade A-C; of which 9 were at grade A, including mathematics (gained a year early).

### **Tauntons College, Southampton**

2005 AS Level Psychology ( A )

2006 AS level Music Technology ( C )

2006 A level Computing ( A )

2006 A level Business Studies ( A )

### **Other**

Accomplished, self taught guitar player and singer with a wide range of experience on other instruments. Has rehearsed and played live in several bands and orchestras - which has helped build team working skills.

2003 Euphonium Grade 7 ( Merit )

### **Technical abilities and skills**

Adobe InDesign, Adobe Photoshop, Microsoft Office - Highly Proficient.

Adobe Dreamweaver/GoLive (HTML & CSS), Adobe Illustrator - Moderate Experience.

Ability to work on both Mac's and PC's.

## INTERESTS

Writing, performing and recording music.

Drawing and reading.

Travelling/Backpacking.