



# NICOLA LAW

A versatile digital designer with 8+ years experience creating digital and print assets across multiple brands. Skilled in branding, campaign creative, social media content, email design, exhibition graphics, video and print collateral. Experienced in supporting multiple brands within fast paced environments, managing competing priorities and delivering impactful visual communications.

## CONTACT

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## PORTFOLIO

nicolalawdesign.com



## KEY ACHIEVEMENTS

- Produced tender presentations and bid collateral that contributed to successful contract wins with major organisations including Boots, Tesco, EDF Energy and NHS Trusts.
- Designed and delivered email campaigns, achieving open rates of up to 60.82% and CTRs of up to 37.56%.
- Created social media campaigns that generated up to 305 reactions, 61 comments and 39 reposts on individual LinkedIn posts.
- Led the creative promotion of corporate events through video, email marketing and social campaigns, increasing attendance and generating SQLs.
- Designed website graphics, landing page assets, sales collateral and digital marketing materials that strengthened brand consistency and user engagement.

## PERSONAL DEVELOPMENT

Adobe Illustrator Creative Cloud Advanced Course & ACP Exam - Passed

## EDUCATION

BA (Hons) Marketing Management  
First-Class Honours  
Manchester Metropolitan University

PGCert Project Management - Merit  
Manchester Metropolitan University

## EXPERIENCE

Jul 2025 - May 2026

### Career Break & International Travel

Travelled independently across Central and South America, developing adaptability, cultural awareness and creative inspiration whilst continuing personal design projects and freelance artwork.

Jun 2020 - Jun 2025

### Digital Designer & Marketing Executive

Marlowe Fire & Security Group

Led the design and production of creative assets across 10+ brands, delivering digital campaigns, brochures, exhibition graphics, social media content, email marketing, video content and sales collateral. Designed trade show stand layouts, stand graphics and supporting materials. Managed multiple projects across platforms whilst maintaining brand consistency.

Jul 2018 - Jun 2020

### Marketing Assistant

ARC Window Films

Produced a wide range of digital and print marketing materials including website graphics, brochures, social media content, email campaigns and promotional literature. Supported campaign delivery across multiple channels whilst maintaining brand consistency and contributing to website content and SEO.

Oct 2015 - Mar 2016

### Social Media Marketing Intern

Nutterson's Creative Agency

Worked collaboratively within the marketing team to deliver campaigns focused on customer acquisition, retention, and brand awareness, while managing social media channels and creating engaging content to support business growth.

## SKILLS

### DESIGN

Digital Design | Print Design | Branding | Visual Identity  
Campaign Creative | Social Media Design | Layout Design  
Typography | Illustration | Exhibition Graphics | Video Editing

### DIGITAL

Email Design | Website Design | Landing Pages |  
Content Creation | Campaign Planning | Videography

## SOFTWARE

