




Andrew Bingham

Graphic Designer | Transform-
ing Brands To The Next Level


 Peterborough, UK

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Languages

English (Fluent)

About

Hi I'm a Graphic Designer specialising in the digital marketing and social media space. I have over 3 years of experience in marketing as well as branding and identity. I have worked with a variety of public figures and businesses to improve their brand image and social media. Some examples include:

- Making graphics and stories for the Trade Mastermind social media channels.
- Designing graphics for the Your Life Your Brand podcast which charted in the Top 20.
- Producing a series of posters for the motorsport brand, Vantage97.
- Creating the full brand guidelines for Apogee Developments.

I'm always looking for my next adventure where I can turn someone's vision into reality by transforming their brand to the next level. Want to connect and know more? My email is hello@andrew.graphics

BRANDS WORKED WITH

Andrew Bingham

Hip-Hop Society

Rogue Ldn

Tanso

Trade Mastermind

Experience

● Freelance Graphic Designer

Andrew Bingham | Sep 2019 - Now

Working with a variety of businesses, I produce a range of high-quality digital marketing and branding materials for them to take their brand to the next level.

Highlights:

- Be the sole designer for an up-and-coming esports brand. Aw0babobs launched in 2022 and is taking the competitive gaming scene by storm. When I was brought in there was no brand, so I created their brand guidelines and a variety of different social media templates.
- Create a variety of flyers and posters for the UK's Leading Garage Flooring company. Garage Style approached me with the desire to upgrade its existing marketing material for an upcoming event.
- Create content strategy and posts for one of the largest Formula 1 merchandise sellers. For Vantage97 each month I plan out which posts will go out as well as design the posts with the goal in mind to drive traffic to their stores. I do this with organic feed posts and also Meta paid ads.
- Produce a variety of personal brand material for content creators. This can include on-screen elements for live streamers, logos, and also social media branding.

● Graphic Designer

Tanso | Mar 2022 - Nov 2022

Tanso is a hybrid marketing agency with a handful of clients. I worked alongside the Head of Marketing with helping brands excel using the power of their social media.

Highlights:

- Produce the brand guidelines and social media posts for a Top 20 podcast. Your Life Your Brand, which launched at number 20 in the UK business charts was a fresh concept when brought to me. I selected and made the entire visual identity from colour palettes, fonts, and all the way to social media templates.
- Design a variety of Formula 1 inspired posters for Vantage97. After

each race week I'd make a bespoke race winner poster to celebrate their victory with the goal to jump on the trend and get more traffic driven to the company store.

- Create content strategy and posts for one of the largest Formula 1 merchandise sellers. For Vantage97 each month I plan out which posts will go out as well as design the posts with the goal in mind to drive traffic to their stores. I do this with organic feed posts and also Meta paid ads.

- Work with Rapid Image, a local photography company with helping them maintain and design their website. I created a variety of stylish pages and landing sites for them, all to help streamline their funnel and convert leads into sales.



● Graphic Designer

Trade Mastermind | Nov 2021 - Mar 2022

Working apart of BBC Apprentice Winner Joseph Valente's marketing team to help develop and improve the brand image of his company Trade Mastermind and their sub-brands (Trade Recruit, Trade Social, Trade Accelerator and Construction Business Builder) and as well as his own personal brand. Trade Mastermind offers mentoring and advice on how to scale up your business in the form of webinars, masterminds and live events. Teamwork is key in the marketing department, meaning I work closely with my supervisors, social media managers, content writers as well as videographers to help the company achieve its goals and grow.

Highlights:

- Each week, myself and the marketing team collaborated to produce high-quality Facebook paid ads. Each ad was created using a template method, so they could be produced for all the different sizes (square, banner, and story)
- Brand the entire YouTube channel for the company. Following the pre-existing brand guidelines, I created banners, icons, and thumbnails for the channel. Trade Mastermind had a video scheduled for each day, so using project management software, myself and the Social Media Manager had everything ready in advance.
- Produce a collection of ebooks for Joseph. Joseph is a number one best-selling author on Amazon, so my task was to redo all the design elements for his ebooks to increase their visual quality while keeping with cohesive branding across the company.
- Working alongside the Event Manager I designed and created a collection of marketing material for the business's events. Some of the content I produced was roller banners, brochures and posters.

● Founder

Rogue Ldn | May 2020 - Nov 2021

One of the founders of the company, we both built the clothing brand from the ground up with the vision of providing affordable high quality urban inspired garments.

Highlights:

- Create digital marketing material for our social media channels, to help show off new or upcoming products, while following the brand guidelines I created.
- Using the Shopify platform, I created the website with two things in mind. Keeping it within the brand's visual identity but making sure the user experience was perfect when navigating the site.
- Produce designs for new garments and releases. Doing so meant a lot of market research was conducted to know which styles and colourways are working and not working. Feedback was conducted within our target audience internally as well as externally. Each design was correctly exported and print ready.
- Help source new locations for photoshoots that are in line with the brand image.



● Finance Officer

Hip-Hop Society | Sep 2020 - Jun 2021

Next year I took up the role of finance officer, meaning I had some new roles to take care of as well as adapting to the curveball which was COVID-19. I was still in charge of managing and producing content for the social media channels.

Highlights:

- Producing a variety of different promotional material and teaser trailers for our events. This was in the form of bespoke graphics and videos for our Instagram.
- Managing group finances to help us achieve our goals of booking a artist for our next club event, this was a lot of working out ticket prices as well as appealing deals for our members to cover costs and turn a profit.
- Creating on-screen graphics for our live-streamed events. ASTRO Live was a new concept for us, meaning fresh brand guidelines were created for it to give it an eye-catching look. Sourcing DJs for ASTRO Live was another one of my duties as well as promoting the events.
- Organising our weekly meet-ups for our members was a big thing for us, this allowed us to gather ideas and help promote our events to the max. Communicating with the Students Union was vital to also get our marketing sent out from their channels and displayed around the university.



● Communications Officer

Hip-Hop Society | Sep 2019 - Sep 2020

Founding the society with the vision to bring the urban music scene back to the Staffordshire University club scene.

Highlights:

- Creating and managing the society's social media pages, was appointed to me. Growing them from 0 to what they are today was done by using organic methods of posting multiple engagement-focused graphic posts each week.
- Helping plan our first club night, which involved sourcing and organising the venue as well as a DJ. But also marketing and promoting the entire event to sell as many tickets as possible, resulting in ASTRO becoming the most-sold student-led club night.
- Organising our weekly meet-ups for our members was a big thing for us, this allowed us to gather ideas and help promote our events to the max. Communicating with the Students Union was vital to also get our marketing sent out from their channels and displayed around the university.

Education & Training

2017 - 2021

● Staffordshire University

2:1, Bachelor of Arts

2015 - 2017

● Peterborough College

Merit, BTEC Level 3, Software Development