

LOUISE CRANSTONE-SPOONER (ACIM)

Marketer | Graphic Designer

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Summary

Experienced in developing and executing marketing strategies to drive brand growth and engagement. Passionate about a growth mindset, continuously developing skills in branding, digital marketing, and campaign management. Proficient in Adobe Creative Suite, social media marketing, and using analytics tools (Google Analytics, social media insights) to optimise performance. Strong expertise in data analysis, stakeholder collaboration, and leading multi-channel marketing initiatives.

Education

Certificate of Completion Digital Marketing Strategy Skills Bootcamp
Institute of Data & Marketing (IDM) 2023

DMA Award in General Data Protection Regulation
Institute of Data & Marketing (IDM) 2023

IDM Certificate in Digital Marketing Strategy
Institute of Data & Marketing (IDM) 2023

MA Design Technology Education
Sheffield Hallam University 2016

PGCE Secondary Design and Technology with QTS
Sheffield Hallam University 2010

Post Graduate Diploma Broadcast Journalism
Sheffield Hallam University 2002

BA (Hons) Media Production
University of Lincolnshire and Humberside 2001

Courses

Award in Digital Marketing Strategy
DMA (Data & Marketing Association) UK

Empower Your Brand
Girls in Marketing

Certificate of Completion Managers and Wellbeing
Westfield Health

Leverage Your Company LinkedIn
Girls in Marketing

Digital Marketing Growth Programme 2024
Girls in Marketing

Skills

- Project Management
- Analytics
- PPC/SEO
- Social Media
- Photography/Videography
- Marketing Strategy
- Branding
- Photo Editing
- Logo Design
- Creativity
- Idea Generation
- Managing Teams

Employment

Marketing Manager

SurfacePrep UK (Sep 2022 – Present)

As Marketing Manager at SurfacePrep UK, I lead the development and execution of brand strategy, ensuring consistent messaging across all marketing channels. I collaborate closely with sales and product managers to align marketing efforts with business objectives, particularly focusing on lead generation. I manage a diverse range of events, from major exhibitions like Offshore Europe to smaller local events, enhancing brand visibility and customer engagement.

In addition, I work with the US marketing team to ensure cohesion across global marketing strategies and regularly liaise with external agencies to deliver high-quality projects that support the overall marketing plan. I oversee the creation of marketing materials, including brochures, flyers, and graphic design projects, utilising Adobe Creative Suite to maintain brand consistency.

A key achievement has been promoting SurfacePrep's sustainability initiatives, contributing to its success at the UK Business Awards. I am dedicated to driving growth and ensuring the continued evolution of the SurfacePrep brand.

Marketing Assistant

Hodge Clemco, Sheffield (Jun 2022 – Sep 2022)

Created marketing materials for both print and digital platforms, ensuring brand consistency across all channels. Managed social media accounts, analysed performance metrics, and optimised engagement. Designed brochures, digital assets, and product photography using Adobe Creative Suite. Supported website content management and collaborated on marketing campaigns to enhance brand visibility and contribute to overall strategy execution.

Owner

Crafty Penguin (May 2018 – Present)

At Crafty Penguin, I help businesses enhance their brand identity with bespoke design solutions, including logos, branding materials, and digital assets. With a strong foundation in both design and marketing, I create strategies that align with clients' marketing goals, driving impactful brand growth and successful campaigns.

Image Editor

Evo Group (Aug 2018 – Jun 2022)

I edited and standardised images for web and print using Adobe Photoshop, ensuring brand consistency. Digital assets for promotional campaigns were created in collaboration with marketing teams. Management of digital asset libraries and handling image requests was also part of my role, alongside mentoring apprentices through process documentation development. Additionally, I supported marketing initiatives by editing logos and graphics for multi-channel use.

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Acrobat
- Canva
- Monday.com
- Microsoft Office
- Wordpress
- Later
- Google Analytics
- Google Suite