

JOSHUA HASTINGS

156 Archway Road, London, N6 5BH | 07506798637 | jl.hastings.92@gmail.com

Creative communications professional enthusiastic about designing high-quality graphics for print and digital channels. With experience producing content for range of universities, I can manage corporate visual and written identities, have strong higher education knowledge, and expertise using Adobe Creative Suite, HTML/CSS and Microsoft Office systems.

WORK EXPERIENCE

Digital Content Officer – Universities UK (Aug 2017 – Present)

Producing high-quality visual content to communicate policy and research to online audiences. I trained on a data visualisation course to improve my information design skills and produced reports illustrating higher education research and statistics.

- Editorial and information design for publications, web images, infographics, display banners, flyers and posters (Adobe CS).
- HTML and CSS for newsletters and web formatting; social media content management; web publishing and analytics.
- Filming and editing video content (Final Cut Pro); capturing photography and vox pops at events; directing film crews.
- Project managing creative production with external agencies, procuring goods from suppliers, and reviewing budgets.
- Brand asset management and sign off, updating branded templates, and advising colleagues on corporate identity.

Communications Officer – University Alliance (Dec 2016 – Jul 2017)

Publishing engaging content to share university research and policy. I project managed and designed a publication to promote UK universities internationally, liaising with several stakeholders and managing various corporate identities.

- Designing web graphics, posters, flyers and publications; events photography; retouching and resizing photos (Photoshop).
- Copywriting, editing and proofreading for website, blogs, social media, newsletters and press releases.
- Coordinating events in universities and in parliament; external stakeholder relations; CRM to manage press mailing lists.

Print Marketing Coordinator – Kaplan International (Jul 2015 – Nov 2016)

Coordinating the production and distribution of adverts, banners, flyers, and publications for international student recruitment. I project managed the copywriting, editing and design of 6 university prospectuses, and developed a taxonomy for a new CMS.

- Creating artwork for print marketing materials (InDesign); exporting print-ready artwork and liaising with suppliers.
- Copywriting, editing and proofreading; SEO and PDF optimisation; digital asset management for a new website.
- Procuring goods and services; shipping print assets and merchandise internationally; accounts administration and invoicing.

SKILLS & TRAINING

- Adobe CS: InDesign, Photoshop, Illustrator, Final Cut
- Writing for digital – Crocstar (Jun 2018)
- CMS: WordPress, Drupal, SharePoint, Joomla, Tumblr
- Learn to Code – CSS – QA (May 2018)
- SEO, web analytics and accessibility: SiteImprove
- Data Visualisation: Advanced – UAL (Apr 2018)
- Social media: Instagram, Twitter, Facebook, YouTube
- Instagram for business and brands – UAL (Apr 2018)
- Content strategy and evaluation: Buffer, Keyhole, Planoly
- Illustrator CC Advanced Techniques – Highlander (Nov 2017)
- Microsoft: Excel, Word, PowerPoint, Outlook
- Spanish (level C1) – Instituto Cervantes (Aug 2017)

EDUCATION & AWARDS

2014	Europass Mobility Award: Leonardo Da Vinci Lifelong Learning Programme
2013	University of Westminster Academic Achievement Award
2010–2013	BA (Hons) Contemporary Media Practice First (University of Westminster)
2008–2010	A Level – Photography A* , Spanish A , Religious Studies B
2003–2008	GCSE – Digital applications Distinction ; English, Spanish A* ; Graphic Design, Maths, Science A

CAUSES & VOLUNTEERING

- Hillsong Church London: Performing Arts team member (May 2016 – present)
- Amplified Arts Academy: Communications volunteer (Mar – May 2017)
- Black Cultural Archives: Youth Forum member (Apr 2016 – Feb 2017)
- Tate Collective: video production and editing volunteer for *#StoriesUncovered* exhibition at Tate Britain (Sep – Dec 2016)
- Iniva (Institute of International Visual Arts): Stuart Hall Library volunteer (Jul 2012 – Jul 2018)

Referees available upon request.