

PERSONAL INFORMATION

NAME: Daniella Fowles

CONTACT DETAILS: Email - daniellafowles@gmail.com
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CITY OF RESIDENCE: Johannesburg

CITIZENSHIP: South African and Italian

LANGUAGES: English

MARITAL STATUS: Married

AGE: 30

EDUCATION

SCHOOL: **De La Salle Holy Cross College** **2008**
- Matric with full exemption

- Awarded full honors blazer
- Chairperson of the Spirit and Unity Committee

TERTIARY EDUCATION: **Greenside Design Center** **2011**
- Bachelor of Arts Degree

WORK EXPERIENCE (from most current)

Freelancer **January 2018 – Current**
Role: Digital Designer

- I have freelanced for a number of clients:
 - Ogilvy and Mather
 - FMC Solutions on Discovery internal content
 - Momentum Multiply internal content
 - G&G Digital
 - Smaller Freelance clients

Banter**December 2016 – October 2017****Role:** Lead Designer

- Banter is a boutique Digital and Creative Design Agency that offers personalised, friendly and efficient services, which are fully customisable to suit your business needs.
- I got the opportunity to work on some really great brands.
- I also got the opportunity to improve my Wordpress skills and got to learn some new software like Rocketseed and Mailchimp.

The Coca-Cola Company**January 2016 – November 2016****Role:** Content Specialist

- I got the opportunity to move in house at Coca-Cola. Aqua contracted me in.
- I got the opportunity to work on all Coca-Cola brands, on all social platforms, as well as in house work.
- This was a great opportunity as I got to improve my knowledge when it came to the capabilities that these social platforms have when it comes to online design.

Aqua Online (Wunderman)
November 2016**May 2014 –****Role:** Mid Designer

- Aqua is an insights driven, integrated marketing agency dedicated to finding the right consumer focused communications solution and then positioning that solution intelligently through multiple channels.
- Here I got the opportunity to work on some big brands and push my creativity in the fast turnaround department, where I got to learn how to manage my time more efficiently due to tight deadlines.

Ogilvy and Mather (Ogilvy One)**February 2013 – April 2014****Role:** Digital Designer/Developer

- Ogilvy One is a full service digital agency, where they focus on building and transforming brands. They are one of the front runners when it comes to advertising and was quite an eye opener for me into the bigger advertising world.
- Here I got the opportunity to work on some really big brands that people only dream of.

You & Me**December 2011 – November 2012****Role:** Junior Digital Designer

- They are a small full service digital agency, where I got the opportunity to work on some really great brands.
- This agency was a great learning experience for me as I got the chance to not only do some great design work, but grow my front-end development and video editing skills as well.

Dellaweety Designs**January 2011 – November 2011****Role:** Freelancer

- While I was in my final year of studying, I decided to put my skills to the test and started freelancing for a few companies.
- Some of my clients were:
 - Jenrolin Travel, they were a new travel company starting out and I helped develop their corporate identity
 - FMC Solutions, they are an incentive house where I got to freelance for them on some big campaigns for clients like Discovery and Pfizer

AD-1 DIGITAL**July 2011****Role:** Internship

- They are a small agency whose main focus is to create great designs informed by brand communication. They specialise in corporate identities, animation and website development.
- My job role was as an intern. I was briefed to take on small jobs such as logo designs, flash animations for banners as well as custom signature emails designs.
- I was also given a course on HTML and CSS.

FARYTALE FANTASYS AND ENCHANTED CASTLE**January 2010 – December 2010****Role:** Freelance designer and Assistant

- Both these companies focused on creating the perfect birthday parties for children.
- My job role for both companies involved:
 - dressing up as the main entertainment
 - coming up with games for the children to play
 - face painting
 - creating invitations
 - creating any other design work needed to decorate the area that the parties were held

References

You are welcome to contact the people below for references:

- **FMC Solutions:** Debbie Folgore the owner on debbie@fmc.co.za

daniellafowles@gmail.com

082 699 3429

- **You & Me:** Nelri Rossam my CD on nelri.rossam@yahoo.com
- **Ogilvy and Mather:** Dylan Mclean my ECD on dylantmclean@gmail.com
- **Aqua Online:** Natasha Rose my CD on natashar@aquaonline.com
- **Coca-Cola:** Marcia my CIC Unit Manager on 083 852 0661
- **Banter:** Craig Meiring the owner on craig@bantersa.com

What value can I add to your company?

I am a very driven person who is passionate about the designs I create. I set high standards for myself, as I continually like to grow and better myself and my skills. I try and ensure the work I deliver is of good quality and on time.