

LAUREN HAMMERSLEY

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PERSONAL PROFILE:

With a keen eye for detail, exceptional communication skills, and a collaborative approach, I thrive in dynamic environments where creativity and strategy intersect. I am eager to help brands connect with their audiences in meaningful ways and am excited to bring my experience and enthusiasm to whatever I do. My ability to adapt to rapidly changing trends, coupled with a deep knowledge of social media algorithms, allows me to stay ahead of the curve and deliver results that exceed expectation and I believe my youth aids this. I am a passionate about delivering high-quality content that resonates with target audiences, and excels in fast-paced environments and thrives on creative challenges. With my background in animation and my skills in motion graphics, I bring a strong story-telling element to any job that's visually appealing whilst maintaining the message.

EDUCATION:

- Royal College of Art (2022-2023) – MA Animation
- University for the Creative Arts Farnham (2018-2021) – First in BA Hons Animation
- Suffolk New College (UAL) (2017-2018) – Merit at level 3 diploma in art and design foundation
- Farlingaye High School (2010-2017) – A levels in Psychology, English Literature including A* in Photography. GCSEs in English, Maths.

EMPLOYMENT HISTORY:

- Commissioned pieces include logo design, animated logos, short video edits/animations etc for commercial work.
- Started a business selling artwork including sharing on social media new products and behind the scenes videos
- Ran the social media channels (Instagram was the main focus) for a small café chain where I was in charge of everything from taking the photos, editing, posting, sharing photos on stories etc. and since the start of my take over the following and interactions with the page increased drastically.

SKILLS:

Strong communication skills:

- I have developed excellent communications skills as a result of range of jobs I have had over the 8 years in the hospitality industry.
- Being head chef and team leader have meant I not only needed to have clear communication to the customers but to the other staff as well, and these skills have grown and developed over time.
- I am able to communicate clearly with others whilst still being kind and understanding of any issues.

Creativity and technical skills:

- Efficient in the Adobe Creative Suit including After Effects, Photoshop, Premier Pro, Audition etc.
- My time at university taught me motion graphic skills and helped hone my design skills.
- Well versed in animation programmes such as TVPaint and Dragon Frame.
- Ability to use the Microsoft programmes of Word, PowerPoint, Excel etc.
- Sound design
- Visual and style development, design and research.

Social media knowledge:

- Understanding of popular trends and how to utilise them
- Ability to incorporate brand theme into work
- Well versed in social media platforms such as Instagram, TikTok, Facebook, Twitter etc. and their algorithms
- Knowledge of the Adobe suit programmes such as After Effects, Premier Prop etc.
- Video and photo editing
- Animation
- Motion Graphics

OTHER:

I have recently completed the illustration work for a children's book that is currently in the process of being published. I have won several awards for my animations and have been screened at the BFI as well as several other festivals across the world.

INTERESTS:

- Photography
- Drawing
- Cooking and Baking
- Animation