

CV & Portfolio

Lisa
Puplett

WORKING REMOTELY FROM KENT, UK

BRAND + GRAPHIC DESIGNER
COPYWRITER
CONTENT CREATOR

Hello, I'm Lisa! I'm a graphic designer, copywriter, content creator – a bit of a creative all-rounder.

After gaining my degree in Art History (2004), my career focused on marketing and communications for creative institutions, writing about the amazing design work of others. This inspired me to study for my MA in Graphic Design (2012), and I've not looked back!

Since 2011, I've worked with brands across a variety of sectors, including retail and consumer goods, not-for-profit and local authority, banking and finance, health and wellbeing, marketing and translation services.

I've worked with clients who have no existing branding and need to get up and running, some branding but it needs developing to the next level, or a full suite of branding who need additional graphic support. No matter where you're at, I'm happy to jump on board and help get you and your business to where it needs to be.

With skills in logo design, brand development, copywriting, social media content creation, website design, photography, advert design, brochure design, book cover design and much more, I can support you to elevate your visual marketing and express your brand clearly.

Drop me a message to see how we can work together!

hello@lisapuplett.com

A stylized, handwritten signature of the name 'Lisa' in a dark grey or black ink.A logo featuring the name 'Lisa' in a bold, dark serif font, with 'Puplett' written below it in a red, cursive script font.

Lisa Puplett

*Based in Kent, UK, working
remotely worldwide*

lisapuplett.com

hello@lisapuplett.com

(+44) 07904257734

ABOUT

Efficient, organised and proactive, I'm an all-round creative with over 15 years' experience in marketing and communications.

Skilled at generating ideas, designing for a variety of audiences and formats, and handling multiple projects to short deadlines.

Research-led, audience-focused and keen to get stuck in.

Also passionate about engaging copy and dynamic photography.

Powered by lists (and the occasional coffee).

EDUCATION

MA Graphic Design (Pass)

London College of Communication (University of the Arts London), 2012

BA Art History (2:1)

Goldsmiths College (University of London), 2004

A level English Literature (B), Media Studies (A), French (E)

GCSEs x 11 (all A*-C)

Sydney Russell Comprehensive School, Essex, 1999-2001

SKILLS

PC and Mac

Adobe CC:

Photoshop
Illustrator
InDesign
Lightroom Classic
Premiere Pro
After Effects
XD
Acrobat Pro

Website / Store Building:

Wordpress
Magento
Wix
Kajabi

Social Media:

Facebook
Twitter / X
Instagram
TikTok
Pinterest

Photography and Videography

Canon 60D DSLR
Samsung Galaxy S22

Mailchimp

Canva

Microsoft Office Suite

Basic HTML / CSS

CAREER INTERESTS

- Branding for retail, health and wellbeing, luxury, wildlife and petcare
- Magazine and brochure design
- Stationery and papercraft design
- Passionate about realism, representation and diversity in marketing materials.

PERSONAL INTERESTS

- Reading, gaming, crafts, yoga, pilates, occasional archery, renovating our 100-year-old house, and trying to keep our garden thriving.

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WORK EXPERIENCE

Brand and Graphic Designer, Artworker, Copywriter

Freelance

lisapuplett.com (new website coming soon)

Aug 2011-Present (12 years)

- Designing and copywriting for print and digital, including logos and branding, apparel, brochures, infographics, leaflets, stationery, adverts, signage, POS, packaging, social media graphics, e-commerce, e-newsletters, websites, mobile apps, brand guidelines and more
- Sourcing and pitching for projects
- Liaising with clients and external suppliers
- Generating ideas through to artwork preparation
- Photography and stock image sourcing

Graphics Officer (Maternity cover)

Maidstone Borough Council

maidstone.gov.uk

Dec 2017-Oct 2018 (9 months, contract)

- Lead designer, branding, editorial research, copywriting and image sourcing for major campaigns including: Borough Insight magazine (distributed to over 68k residents), Park&Ride relaunch, quarterly events brochures, adverts and rebrands for Visit Maidstone and Carriage Museum

Graphic Designer

Dirty Fingers Clothing

dirtyfingers.co.uk

Jan 2012-Nov 2016 (3 years, 10 months)

- Design and copywriting on brand, apparel, brochures, adverts, social media, packaging, promotional material
- Product photography and art direction for lifestyle photography
- Social media management
- Managing artwork preparation for print, digital and apparel
- Overseeing content management system and updating Magento website
- Liaising with external suppliers
- Customer service

Design Assistant

Tandridge Trust

tandridgetrust.co.uk

May 2011-Jan 2012 (9 months)

- Designing and copywriting, including adverts and event brochures
- Contributing to campaign ideas
- Managing in-house printing and finishing of materials
- Liaising with external suppliers
- Photography, sourcing stock images and managing image database
- Managing social media presence
- Maintaining and developing websites
- Creating and updating brand guidelines

Communications Officer

Ravensbourne University London

rave.ac.uk

Jun 2008-May 2011 (2 years, 11 months)

- Writing, editing, proofreading content for press releases, articles, newsletters, etc.
- Liaising with journalists, maintaining press databases
- Advising on brand management, messaging and design briefs
- Liaising with external photographers, designers and suppliers
- Photography and managing image library
- Managing content on intranet and website
- Carrying out ad hoc graphic design tasks (print and digital)

Communications Administrator / PA to Director

Design Museum

designmuseum.org

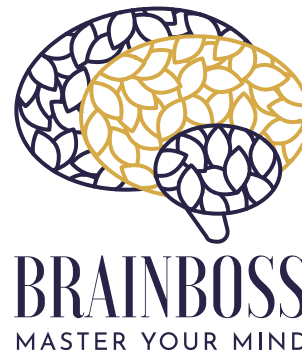
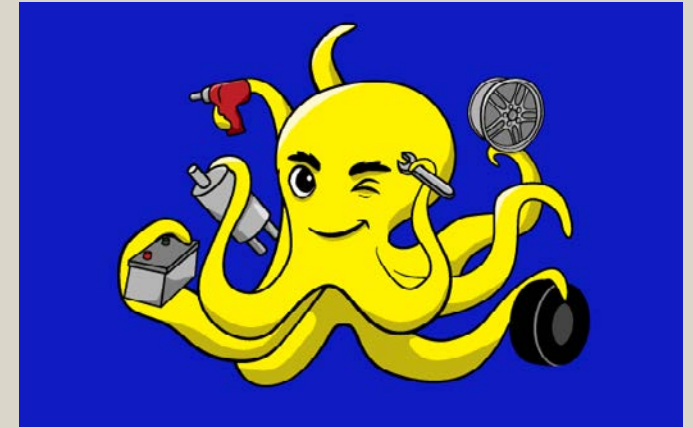
Jan 2008-Jun 2008 (6 months)

- Writing press releases, articles and newsletters. Liaising with journalists. Updating website, managing image library / media coverage archive. PA / hospitality duties and organising exhibition private views / press events.

Various Communications Administration roles, 2004-2007

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Logos



Magazine Layout

The winner bakes it all

This Jubilee, the RTW Together Business Improvement District is celebrating the 10th anniversary of its launch. To mark the occasion, we have a special cake-off event taking place in the town centre on Saturday 10th June. It's time to see who's the best baker in town.

Members of the public will be able to sample a variety of five 'best themed' cakes from a selection of seven competing businesses, and vote for their favourite. The event will also feature live music from vintage jazz band Blue Kiddy and the Cake, as well as a special well-deserved prize for the best cake and five 'bake-themed' face and glass painting.

The winner will be crowned on the 10th of June, and will receive the Cake Off 'Best Themed' trophy, sponsored by the BID with Victoria Road, extensive Glass by Charles in partnership with the Jubilee Wells Hotel. Finally, the winning business will also receive an engraved tin for use in the bakery home made. The ceremony will also feature the presentation of the 'Best' award of Best 500 Magazine as well as the BID's own town centre publication.

WWW.RTWTOGETHER.CO.UK MAGAZINE

RTW Together is the Business Improvement District for Rural Tunbridge Wells town, food, fun, and everything in between.

Bake it til you make it!

It's a bit of a down (I think) as hospitality businesses battle it out to be a legend in the baking - but whose dream will come true, who will blend the rules, and who will end up with a veggie burger? It's time to meet the contestants!

THE CAKEHEAD
32 THE PAVILIONS

Owner Joseph and baker Bethany have no doubt been asked for this award. With a focus on the most delicious cakes and pastries, they're looking to make a royal cake as delicious as the winning team's.

WWW.THECAKEHEAD.CO.UK

TASTE WELLS
LEVEL 2 ROYAL VICTORIA PLACE

This family-owned cake and catering business are well-versed in delicious, divine and gourmet sandwiches. They're very excited to be taking their entry for the Cake Off.

WWW.TASTEWELLS.CO.UK

RODDY BURGER
12-14 CAMDEN ROAD

Can the mighty mom of must turn their hands to something more 'bakey'? From gourmet burgers to pastries, Roddy Burger is looking to impress with their bread, but their two previous cooking style.

WWW.RODDYBURGER.CO.UK

Taste Wells baked their way to victory in first ever Jubilee Wells Cake Off

Taste Wells of Royal Victoria Place, Tunbridge Wells, have won the first ever Jubilee Wells Cake Off trophy.

The chosen cake was an 'Etonish' made with strawberries and cream, and was decorated with white cream and edible rose petals.

THE WINNING ENTRY FROM THE CAKE OFF

Need more morsels?

There are some extra coffee bags and a special cake to get you caffeinated.

FINE GRIND, 90-92 THE HIGH STREET & THE AMELIA SCOTT MONROE ROAD

Monroe Road and St James, are self-confessed coffee aficionados. Serving up high-quality beans and good vibes from two building locations in the town centre, world-class decaffeination is surely brewing.

WWW.FINEGRIND.CO.UK

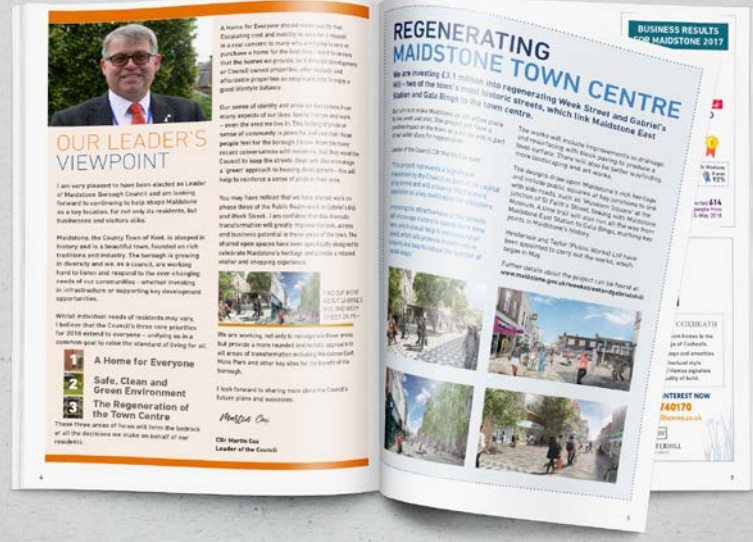
So in the making, the temporary home to books and learning, the Amelia Scott Book Library is now open. The town's first community library is a beautiful space, full of books, learning, and a vibrant atmosphere. The library is a place where you can find everything you need to know, and something you can appreciate. The library is a place where you can find everything you need to know, and something you can appreciate.

I've suddenly realised the library is a place where you can find everything you need to know, and something you can appreciate. The library is a place where you can find everything you need to know, and something you can appreciate.

"It's better than I ever could have expected."

pleased that we're having some After Dark, night at the museum type events. We've built a great team, and the library staff can all recommend a good read, so we can help.

Magazine Layout



Adverts






**ROYAL TUNBRIDGE WELLS
TOGETHER**
BUSINESS IMPROVEMENT DISTRICT




ANNUAL MEETING

MONDAY AUGUST 8TH, 5PM
ONE WARWICK PARK, TN2 5TA

OPEN TO LEVY PAYERS,
STAKEHOLDERS AND
SELECTED GUESTS
—
REFRESHMENTS SERVED

Hear about the work of the BID
throughout 2021, and see our
exciting plans for the year ahead

RSVP
events@rtwtogether.com



www.rtwtogether.com
@rtwtogether | @ | |







Join us for
22-29 AUGUST

ARTWEEK



**A WEEK OF FREE ARTS AND CRAFTS ACTIVITIES,
TALKS AND WORKSHOPS FOR ADULTS AND KIDS
IN ROYAL TUNBRIDGE WELLS TOWN CENTRE!**

Royal Tunbridge Wells Together Business Improvement District is bringing an extended Art Week to the town centre from Monday 22 to Monday 29 August.

Enjoy a packed programme of fun sessions and try your hand at photography, glassmaking, embroidery, ceramics, floristry, still life - even toy engineering!

From fine art to finger painting, there's something for every level of interest and ability.







Come along and **get creative, discover and support** a new town centre business or local artist, and help us paint the town red (and all the other colours!)

View the timetable of FREE activities and book at
www.rtwtogether.com/artweek

www.rtwtogether.com



ROYAL TUNBRIDGE WELLS
TOGETHER
BUSINESS IMPROVEMENT DISTRICT

@rtwtogether | @ | | in |

OH CRUMBS!

To celebrate the Queen's Platinum Jubilee, the Royal Tunbridge Wells Together Business Improvement District has cooked up the...

The Dantiles
Saturday
4th June
11am-3pm



ROYAL TUNBRIDGE WELLS

ENJOY
FREE cake
& VOTE FOR
YOUR
favourite!

CAKE OFF

Support your town centre hospitality businesses while enjoying a slice of Bank Holiday fun at this **FREE** family friendly event!



ROYAL TUNBRIDGE WELLS TOGETHER
www.rtwtogether.com



ROYAL TUNBRIDGE WELLS
CAKE OFF

SUPPORTED BY

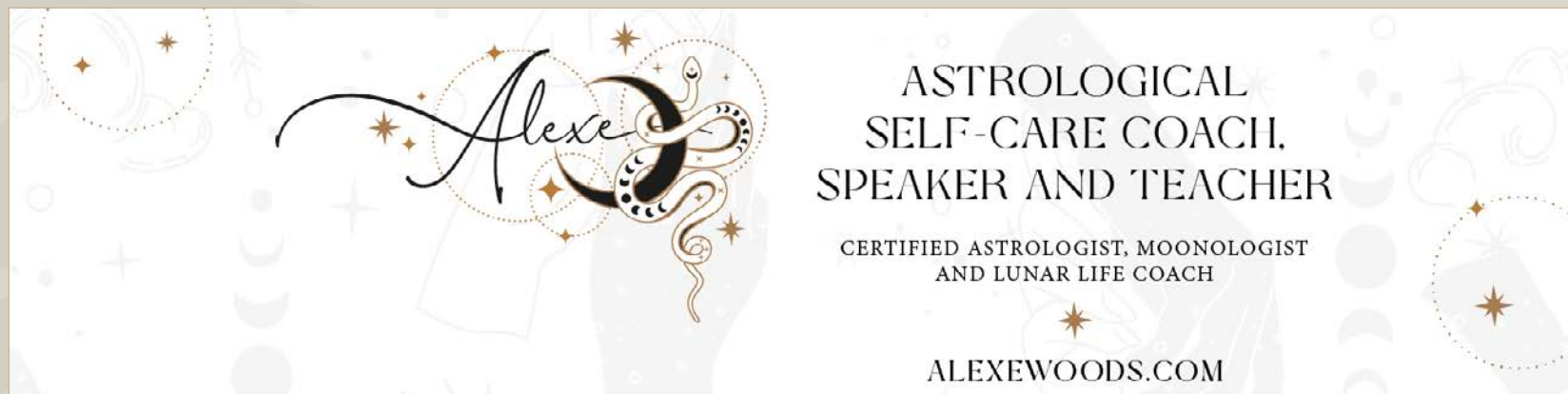


The Tunbridge Wells Hotel

@rtwtogether | @ | |



Social Media Branding



Social Media Graphics

DO YOU HAVE WHAT IT CAKES?

Could you be the Cake Off champion?

SIGN UP NOW!
(TERMS APPLY)

ROYAL TUNBRIDGE WELLS
CAKE OFF

SATURDAY 4TH JUNE
11AM-3PM, THE PANTILES

SIGN UP NOW
(TERMS APPLY)

Could you be the
CAKE OFF
champion?

ROYAL TUNBRIDGE WELLS
CAKE OFF

FREE CAKE

Need we say more?

SATURDAY 4TH JUNE
11AM-3PM

THE PANTILES

ROYAL TUNBRIDGE WELLS
TOGETHER

ENJOY FREE CAKE

ROYAL TUNBRIDGE WELLS

CAKE OFF

SATURDAY 4TH JUNE
11AM-3PM

THE PANTILES

ROYAL TUNBRIDGE WELLS
TOGETHER

TASTE BUDS AT THE READY

Enjoy some FREE cake and VOTE for your favourite

SATURDAY 4TH JUNE
11AM-3PM

THE PANTILES

ROYAL TUNBRIDGE WELLS
CAKE OFF

Let's talk cake. Which is your 'flavourite'?

VIVACIOUS VANILLA?

CHARMING CHOCOLATE?

Try out some delightful desserts for yourself on the Platinum Jubilee weekend

SATURDAY 4TH JUNE
11AM-3PM

THE PANTILES

ROYAL TUNBRIDGE WELLS
CAKE OFF

ROYAL TUNBRIDGE WELLS
TOGETHER

Join us for

RTW TOGETHER 22-29 AUGUST

ARTWEEK

COMING TO TUNBRIDGE WELLS TOWN CENTRE!

ROYAL TUNBRIDGE WELLS TOGETHER

www.rtwtogether.com

SEIZE THE POWER

Why email marketing isn't dead:

→

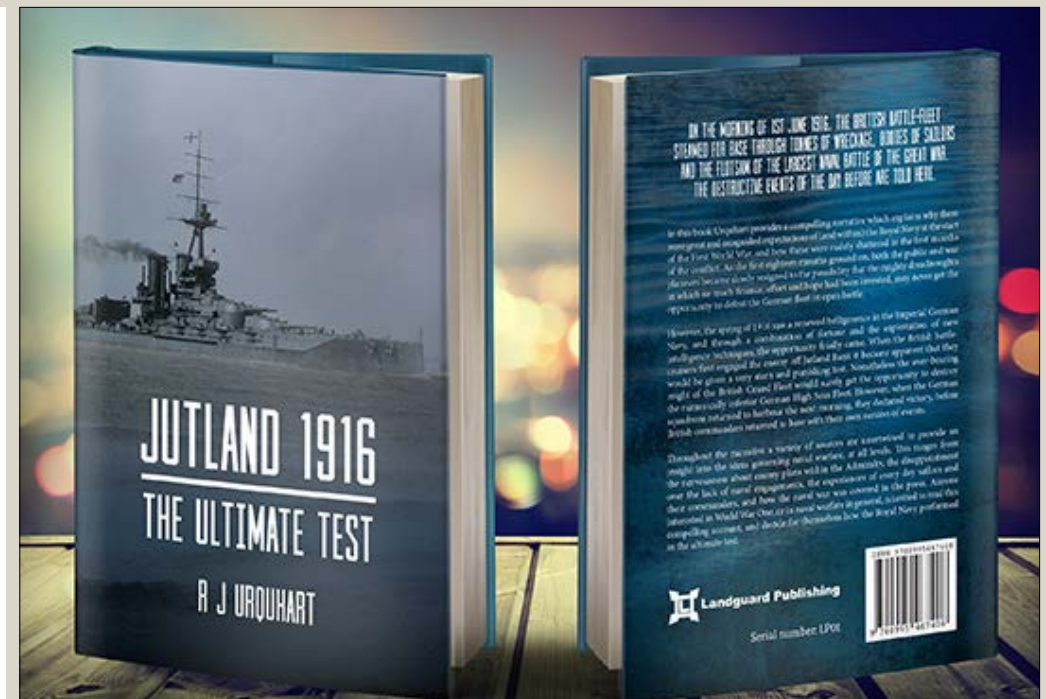
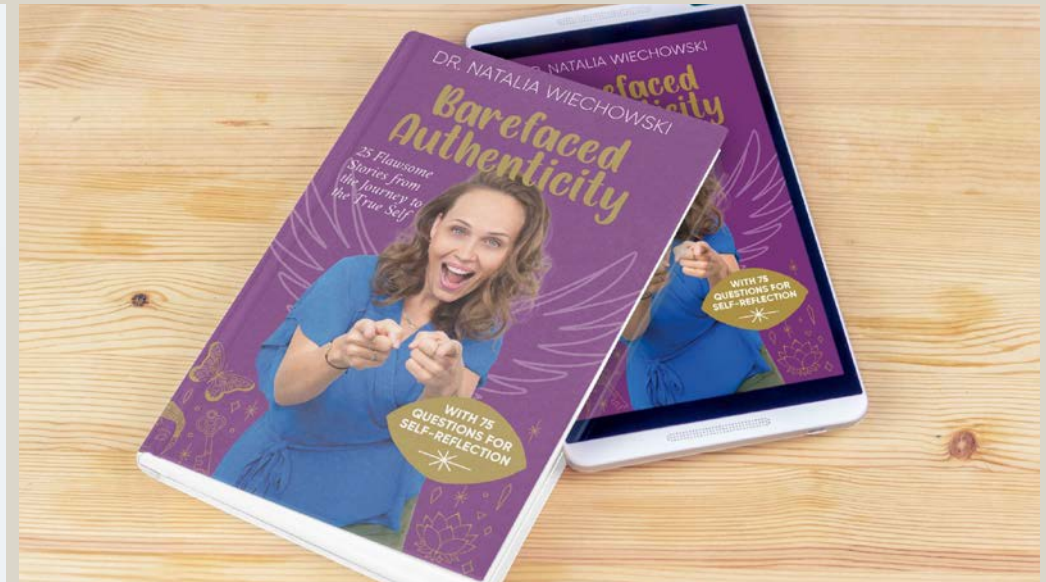
ROYAL TUNBRIDGE WELLS TOGETHER

OH. MY. COD.

YOU DON'T HAVE A PROFESSIONAL BOOKKEEPER?!

YOU NEED FISH FIGURES

Book Covers



Packaging



Newsletter Copywriting and Design



SHOP | RITUALS & CLASSES | NOTES | YOUR UM



UPCOMING CLASSES



**First Quarter Energy
in Gemini**
Monday 27 February

MEMBERS' CLASS - AVAILABLE NOW



Time for some action with an energetic routine of pilates and a HIIT strength & conditioning arm workout specially designed to strengthen and tone up under the sign of Gemini, ruler of lungs, shoulders and arms.

Ideal tone up your arms and shoulders under the sign of Gemini.

[Go to your library](#)



**Full Moon Energy
in Virgo**

OPEN CLASS - Full Moon Ritual



It's time to give gratitude under the full worm moon in the sign of Virgo.

Join Alexe for a live full movement moon circle where we connect to the element of earth and the root chakra. Virgo is also ruler of the digestive tract. Experience visualisation techniques, stretch and a self-care massage. This is a donation based class and Free for first time attendees!

[FULL CLASS DETAILS](#)

New in Cosmic Body

New Membership Topic: Planetary Returns



Just launched! A fascinating new topic in our Cosmic Body membership – and it's one not many people know about!

Discover the moments of big change in your life that are hidden in the patterns of the planets, and see how their powerful universal energy can guide you on your journey.

[Discover](#)

Notes on a Universe

A quick introduction to Planetary Returns on our blog



[Discover](#)

Notes on a Universe

A quick introduction to Planetary Returns on our blog



**WHAT IS A
PLANETARY RETURN?**
HOW DOES IT AFFECT US
DURING OUR LIFETIME?

[Read more](#)

NOT YET A MEMBER?



**EXPLORE THE UNIVERSE
AND JOIN US HERE**

ALEXEWOODS.COM
UNIVERSALMOVEMENT.COM



[Unsubscribe](#) | Sent by Universal Movement 🌸
Upper Brighton Road • Surbiton, Surrey • KT6 6LQ

Newsletter Copywriting and Design



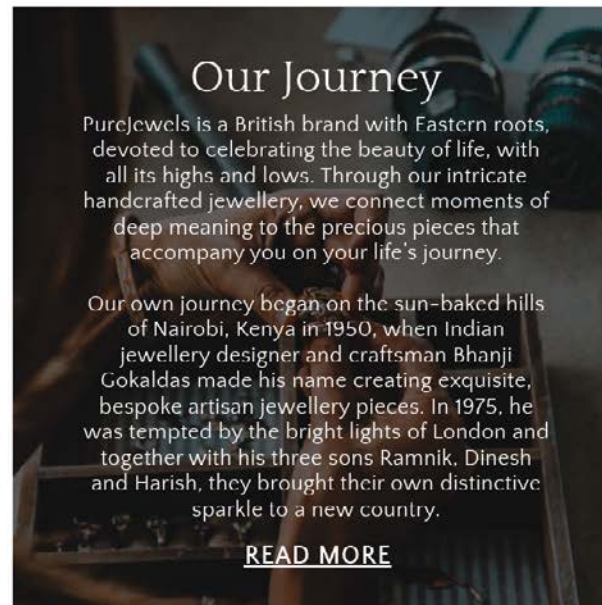
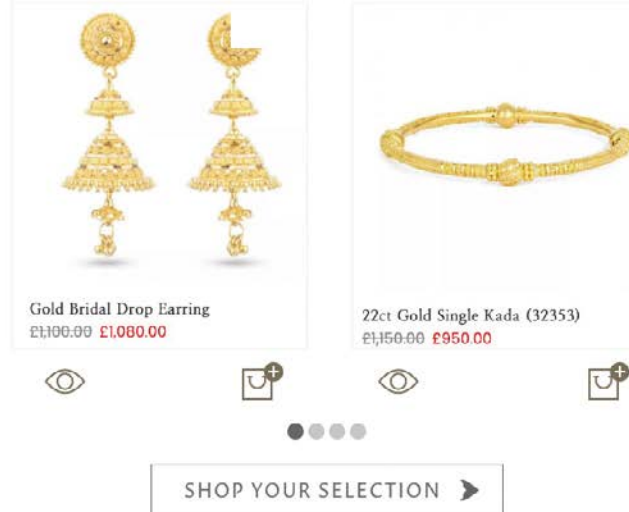
The power of Love, in all its many forms ...

Brief teasing introduction to the campaign, section, or collection – we have lots to say and tell you, come on in ...

[START YOUR JOURNEY](#)

Summer Sale

Top picks chosen for you



Our Journey

PureJewels is a British brand with Eastern roots, devoted to celebrating the beauty of life, with all its highs and lows. Through our intricate handcrafted jewellery, we connect moments of deep meaning to the precious pieces that accompany you on your life's journey.

Our own journey began on the sun-baked hills of Nairobi, Kenya in 1950, when Indian jewellery designer and craftsman Bhanji Gokaldas made his name creating exquisite, bespoke artisan jewellery pieces. In 1975, he was tempted by the bright lights of London and together with his three sons Ramnik, Dinesh and Harish, they brought their own distinctive sparkle to a new country.

[READ MORE](#)

Experience jewellery that's crafted and delivered with extraordinary care



Award-winning customer service



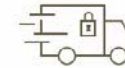
Ethically-sourced diamonds



Handcrafted in London



Secure online payments



Free tracked delivery



Money-back guarantee

Inspiration & industry latest

Style advice, purchasing guides, gold reports and more



What is a Hallmark?

[READ NOW](#)

Photography



Videography (click to download)



https://creativelyhaunted.com/wp-content/uploads/2023/07/TN_Video_Bounce_Final.mp4

Client: Dr. Natalia Wiechowski



https://creativelyhaunted.com/wp-content/uploads/2023/07/Tom-Jerry_720p_v01.mov

Client: Cats Protection Swale



<https://creativelyhaunted.com/wp-content/uploads/2023/07/C971-Coaching.mp4>

Client: Creative971



Thanks for looking!

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