

20 Prestney Burn Road, Auchterarder PH3 1QW

07544 707920

debbie.anne.deak@gmail.com

 [linkedin.com/in/debbiedeak](https://www.linkedin.com/in/debbiedeak)

**CLICK HERE  
to view my portfolio**

## Personal Statement

I am an experienced graphic designer and marketing professional who is passionate about delivering quality campaigns, projects & events.

I am quick to create ideas, concepts and develop creative solutions to problems. I am able to work on my own initiative and demonstrate the high level of motivation required to meet the tightest of deadlines. I am motivated to further my skills, and take regular courses to advance my knowledge.

## Skills

### Marketing Skills

Social media marketing, email marketing, CMS project management, event planning, campaign management, SEO, Paid Search, Google Ads & Google Analytics.

### Design Skills

Information graphics, brand & identity, typography, print & digital design, concept creation, mobile application design, UI design, wireframing & video editing.

### Computer skills

Knowledge in Adobe Creative Suite including: InDesign, Illustrator, Photoshop, Premiere Pro. Microsoft Office packages including: Word, Excel, and Powerpoint. CMS systems including: Joomla, Activeedit, & Wordpress. Email Systems: Mailchimp, & Active Campaign. Google Analytics.

### Communication skills

Friendly manner, confidence, ability to deal with people, situations, and problem solve.

## Education

### 2021- 2022

Postgraduate Diploma in Digital Marketing  
Digital Marketing Institute

### 2019

Professional Diploma in Digital Marketing  
Digital Marketing Institute

### 2009 - 2011

HND Visual Communications  
University of The Highlands And Islands, Perth UK

### 2003 - 2007

BA Fine Arts - Illustration  
Montclair State University, NJ, USA

# Debbie Deak

Marketing | Graphic Designer

## Experience

### Marketing Co-ordinator

Synaptec, Glasgow, UK

August 2023- Present

In my current role at Synaptec I am currently managing marketing campaigns, projects, and events independently. Focused on enhancing Synaptec's brand presence and generating leads.

Key Responsibilities:

- Created and managed marketing campaigns
- Planned and executed events and webinars
- Developed social media/email marketing strategies
- Managed website projects
- Utilized Google Analytics for performance tracking

### Marketing Co-ordinator (1 year contract)

Live Active Leisure, Perth, UK

August 2022- Present

Promoted fitness and wellbeing to the community through quality campaigns and projects for Live Active Leisure.

Key Responsibilities:

- creating visuals & copy for marketing campaigns including print & digital,
- mobile application design,
- UI & UX design
- video creation & editing
- website wireframing
- Google Analytics
- CMS system management (for Live Active's website & app)
- campaign management
- budget management

### Parental Leave

September 2020- August 2022

During this career break I started a postgraduate course with Digital Marketing Institute (which I have completed and passed with a Merit). This course increased my knowledge in marketing research, creating a marketing plan, social media & campaign management. This included skills in SEO, Paid Advertising, Google Ads, & Google Analytics.

### Marketing Campaign Manager (1 year contract)

#### Origo, Edinburgh, UK

August 2019-August 2020

While working at Origo I focused on delivering quality campaigns, projects and events. My main goal was to further Origo's reach as a consistent and strong brand in the financial service industry.

Key Responsibilities:

- event management
- social media management
- website project management.
- Campaign Management
- creating video, adverts, and designs to be implemented on the website, social media, campaigns, events & other projects.

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## Interests

I have been a yoga instructor for the past 15 years, and am passionate about yoga and pilates and fitness. I have been an avid horserider for the past 25 years. Also I love the creative arts, and travel.

# Debbie Deak

Marketing | Graphic Designer

### Design Executive *(contract)*

#### Nettl of Glasgow, Glasgow, UK

May 2019 – August 2019

Exceptional customer service, design & computer skills, extremely adaptable to new situations and learns new skills quickly.

Skilled in communicating with clients over the phone, via email, and in person.

Projects include business branding, brochures, programmes, and exhibition stands.

## Experience *(Continued)*

### Freelance Graphic Designer

#### Stirling, UK

May 2018 – August 2019

### Graphic Designer/Artworker *(contract)*

#### Harvey Nash, Edinburgh, UK

18 March 2019 - 18 April 2019 (5 week contract)

#### Heriot-Watt University, Edinburgh, UK

18 October 2018 – 30 November 2018 (6 week contract)

### Design Executive

#### Printing.com/Nettl of Edinburgh, Edinburgh, UK

Jan 2016 – May 2018

### Pre-Press Operator/Designer

#### Tradeprint, Dundee, UK

Nov 2013 – Jan 2016

### Freelance Graphic Designer

#### Auchterarder UK

July 2013 – Nov 2013

### Graphic Designer/Digital Print Operative *(contract)*

#### Minuteman Press, Dunfermline UK

Nov 2011 – Aug 2012

### Graphic Designer *(work placement)*

#### Printing.com, Dundee UK

Sept 2011 – Nov 2011

### Student Intern

#### Scottish Institute for Enterprise & Centre for Enterprise,

#### University of the Highlands and Islands, Perth, UK

Aug 2010 – May 2011

Deborah Deak

Marketing | Graphic Designer

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Portfolio

## Objective:

To gain qualified leads for Synaptec's Cable Condition Monitoring sensors for both underground cables as well as subsea cables, and increase traffic to these pages on our website.

## My Role:

### Linkedin ads

- *Single image lead generation & brand awareness ads*

### Webinar

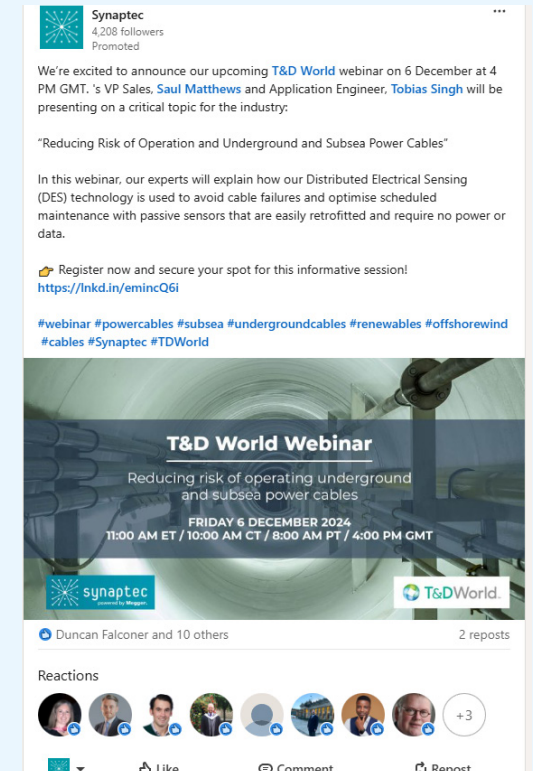
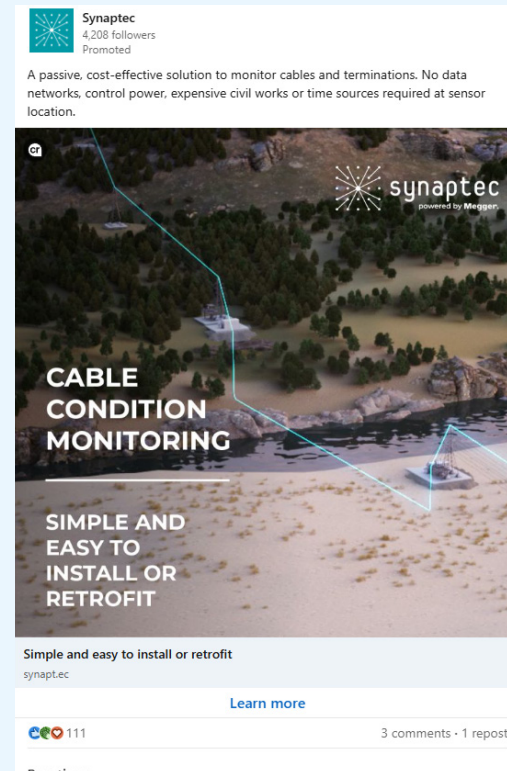
- *Organise and plan webinar with T&D World and speakers in the engineering and sales team*

### Email marketing

- *Marketing and promote our campaign with targeted email shots.*

### Website

- *Update website with information to promote cable condition monitoring*



Link to webinar

[CLICK HERE](#)

Synaptec

# Cable Condition Monitoring Campaign



## Objective:

This campaign objective is to gain advertising and sponsorship partners from local businesses in the Perth & Kinross area.

## My Role:

My role in this campaign was to create:

- Live Active's Advertising Brochure: *infographics with company statistics*
- Live Active's Website: *Visual Banners, and Advertising & Sponsorship page on the website with a link to the Advertising Brochure.*
- Print: *Posters, PVC Banners, Pop Up Banners*
- Live Active App: *article & push notifications*

# Live Active Leisure Corporate Advertising Campaign



**LOOKING TO  
ADVERTISE  
YOUR BUSINESS?**

**We have  
advertising  
packages  
from **£99\***  
for a full year!**

*Sponsorship opportunities  
also available*

\* Introductory offer

live active

**Find out more  
& download our brochure**

Scan the  
QR code

or email:  
leisure@liveactive.co.uk



[Click Here to Visit the Webpage](#)

Live Active Leisure  
**CORPORATE  
PARTNERSHIP  
OPPORTUNITIES**



Live Active Leisure  
**Corporate Advertising Brochure**



# FACTS & FIGURES

Live Active Leisure is Perthshire's largest and longest serving leisure and fitness provider.

*In 2022-23 over 1 million customers were working out, introducing their children to sport, taking part in events, learning a new skill, meeting friends and family and embracing physical activity.*



## ANNUAL FOOTFALL \*

Bell's Sport Centre  
**259,948**

Dewars Centre  
**42,594**

Perth Leisure Pool  
**361,434**

*Large cross section of the local population covering multiple demographics at each venue. (More information on demographics can be provided upon request.)*

*National and international events held at Dewars Centre and Bell's Sports Centre.*

*Visitors from throughout Scotland and beyond at Perth Leisure Pool.*

*\*Average usage over a calendar year.*

2 Corporate Partnership Opportunities

## MARKETING STATISTICS

**DIGITAL ADVERTISING**  
showing on our screens  
on average more than  
**200 TIMES PER DAY**



## TOTAL FACEBOOK FOLLOWING

**31484 FOLLOWERS**

**295,067 REACH**



## INSTAGRAM & TWITTER



**4404 FOLLOWERS**

All stats are within a 30 day period

## NEWSLETTER MAILING LIST



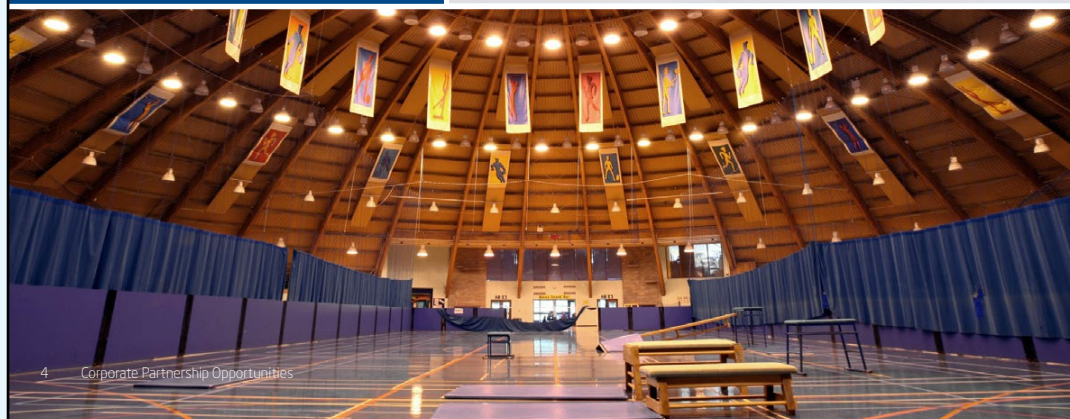
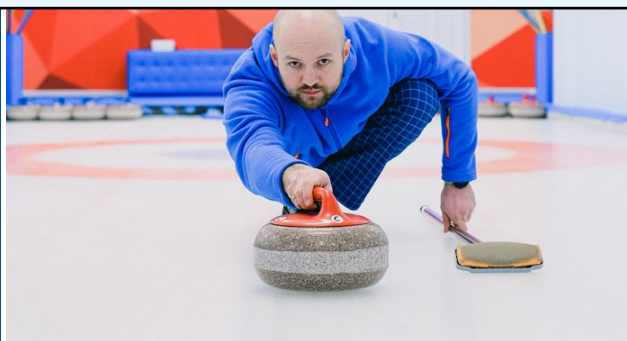
**EMAIL REACH 9,000**

within Perth & Kinross

**68,464 WEBSITE VISITS**



# WHAT CAN WE OFFER YOU?



4 Corporate Partnership Opportunities

## Bronze Package **£140**

### Included in the Bronze Package:

- One A4 Poster located in the venue of your choice
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Inclusion in the Live Active Rewards scheme



Corporate Partnership Opportunities 5



## Silver Package £500



### Included in the Silver Package

- Large advertising poster located in Bell's Sports Centre, Perth Leisure Pool or Live Active Loch Leven\*
- One A4 Poster located in the venue of your choice
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme

*\* This package has limited availability. Upon enquiry we can provide a list of available locations.*

## Gold Package £600



### Included in the Gold Package

- One advertising board at Bell's Sports Centre OR Dewars OR double-sided hanging banner in Perth Leisure Pool
- Digital advert on screens located in Bell's Sports Centre
- One social media post to introduce your business as a partner
- Listing on the Live Active Leisure webpage with link to your website
- Free welcome session for all your staff members in your business and a free day pass
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme

## Platinum Package £895



### Included in the Platinum Package

- One advertising board at Bell's Sports Centre or Dewars
- Double sided banner in Perth Leisure Pool
- One A4 Poster in a venue of your choice
- Digital Advert on screens located in Bell's Sports Centre
- Free Welcome session for all staff members in your business and a free day pass
- One Social Media partner post on Facebook and Twitter to introduce your business as a partner
- Listing on the Live Active Leisure Partner webpage with link to your website
- Access to exclusive Fitness Membership promotions and offers
- Inclusion in the Live Active Rewards Scheme
- 10% discount on Health & Safety training courses delivered by Live Active Leisure



Live Active have arranged some great advertising spaces for Springfield at their venues in Perth, Blairgowrie and Kinross. Their team are very easy to work with. Through these adverts we're reaching a wide audience and we're happy to be working with a strong organisation within the communities we are helping to build. //

Dale Ashelford  
Springfield Properties





## ADDITIONAL BENEFITS

- Optional access to special partnership membership promotions for Business employees.
- Option to promote discounts and offers for your business direct to Live Active staff using internal communications.
- Free optional entry to the Live Active Rewards package - **a hugely popular discount package open to over 5000 Live Active members see page 12 for more details.**

10 Corporate Partnership Opportunities

## BE A SPONSOR: MAKE AN ACTIVE DIFFERENCE

Local businesses have a unique opportunity to support and be associated with programmes and events that make a real difference to the quality of life of the people of Perth & Kinross.

From our junior term time programme to swimming lessons to events, the sponsorship opportunities are endless. Talk to us today to see how we can help you promote your business within the local community, generate revenue and build both customer and business relationships.

“ We are proud to work with Live Active to help promote our business effectively to a wide range of customers in Perth and Kinross! ”

Praveen Kumar,  
Tabla Indian Restaurant & The Indian Cook School







Corporate Partnership Opportunities 11

## LIVE ACTIVE REWARDS

To give our members the best value for money, the Live Active Fitness Membership entitles them to a range of offers and discounts from business partners known as Live Active Rewards.

It's **FREE** to become a Rewards Business Partner and along with your offer on our website, you'll enjoy all of these amazing benefits:

-  Welcome post on social media
-  Welcome notification on our app
-  Chance to have up to £200 of vouchers bought in our monthly prize draw
-  Access to all Rewards offers with your very own Corporate Card

**PLUS**, inclusion in additional Live Active communications and competitions.

12 Corporate Partnership Opportunities



## DEWARS CENTRE

We may be better known as a sports and fitness provider, but did you know we also offer Conference and Events facilities in the heart of Perth City?

Here at Dewars Centre we know that the key to a successful business meeting or conference is great planning and stress free delegates.

For over 25 years we have been an integral part of Perthshire Conference and event marketplace and we pride ourselves on having built a reputation for quality, service and excellence.

We welcome meetings and conferences of all sizes and our modern, welcoming venue offers unrivalled flexibility with a choice of room set up and style. Whatever your needs may be, we are here to help. Catering is also available upon request.

**CALL OUR EVENTS TEAM  
TO BOOK YOUR NEXT EVENT  
01738 454700**





## LIVE ACTIVE PERKS

Would you like to reward your staff for all their hard work and effort? This is why we launched Live Active Perks, rewarding team members is just as important as managing, motivating and monitoring performance. This could be a Christmas or Birthday gift or a general thank you gift.

Live Active Perks offers local businesses a range of different products at a special rate which can be used as an incentive for your employees.

Rewards can range from family swims to personal training to monthly memberships. Why not drop us an email to find out more and to see how we could help you.



Recognise Effort

Reward

Redeem

“ I had been looking for a rewards scheme for my team for some time and I'm pleased to say I've found the perfect all-rounder with LAL Perks. ”

Nicola Martin  
Red String Agency

## IMPORTANT INFORMATION

- Advertising packages are 1 year contracts (*unless stated otherwise*).
- Adverts/Boards/Banners/Posters will be created and manufactured to the correct dimensions at the advertisers own cost. Details of recommended producers can be supplied upon request.
- Live Active are responsible for the cost of fittings of the advertising board, banner or poster during the contracts 1 year period.

For further information on any of the corporate advertising opportunities listed within this brochure contact:

**Leah Murray**  
**Marketing Co-ordinator**  
**T: 01738 454653**  
**E: [LeahMurray@liveactive.co.uk](mailto:LeahMurray@liveactive.co.uk)**



**[www.liveactive.co.uk](http://www.liveactive.co.uk)**

Caledonia House, Hay Street, Perth, PH1 5HS  
**T: 01738 454600 • E: [leisure@liveactive.co.uk](mailto:leisure@liveactive.co.uk)**



## Objective:

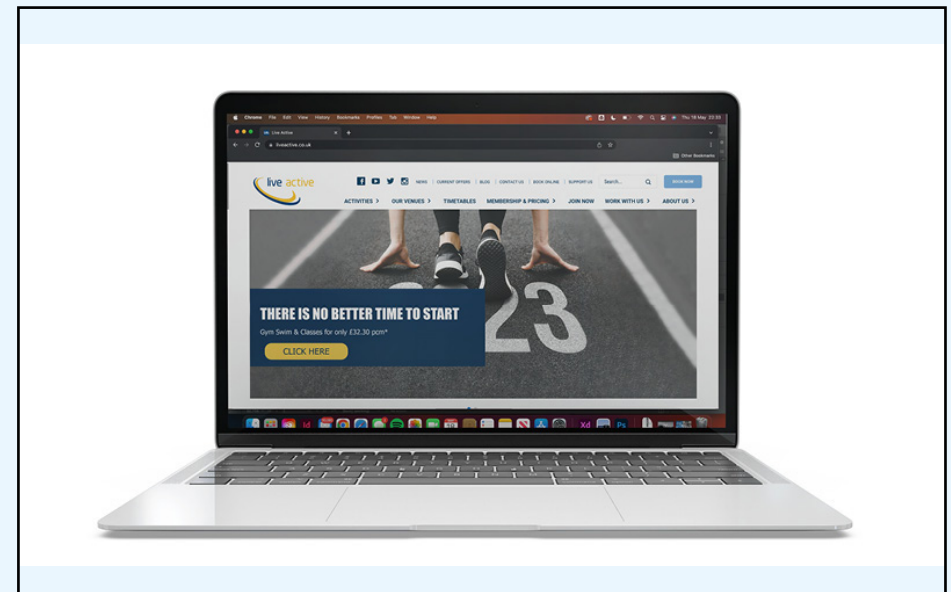
The Goal of this campaign was to increase brand awareness and sales in the month of January

## My Role:

My role in this campaign was to create:

- Billboards, & Bus Rears
- Live Active's Website Visuals
- Print: *Posters, PVC Banners,*
- Digital Display Ads
- Live Active App: *article & push notifications*

# Live Active Leisure January Campaign





## Objective:

The Goal of this campaign was to get current members to refer a friend with the incentive of a free £25 gift voucher when that friend joined, plus a free Health Suite voucher for Perth Leisure Pool and a free fitness plan.

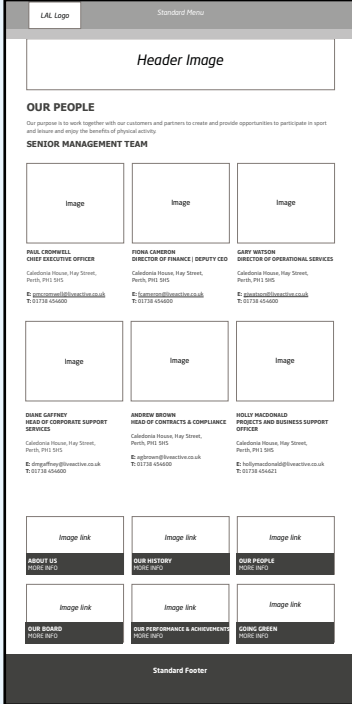
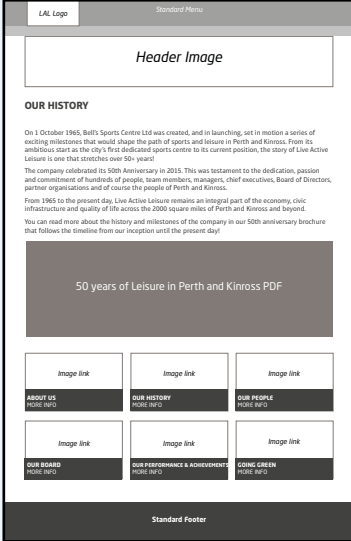
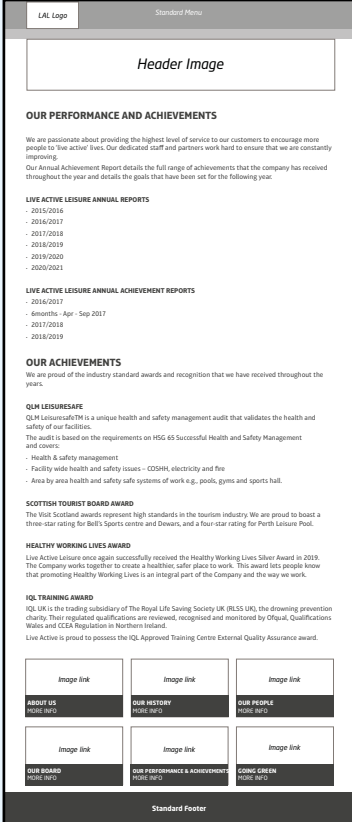
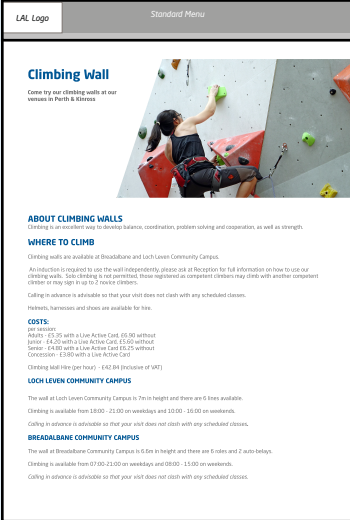
## My Role:

My role in this campaign was to create:

- Billboards, & Bus Rears
- Live Active's Website Visuals *banners, digital ads & Refer a Friend offer page on the website with a link.*
- Print: *Posters, PVC Banners,*
- Digital Display Ads
- Live Active App: *article & push notifications*

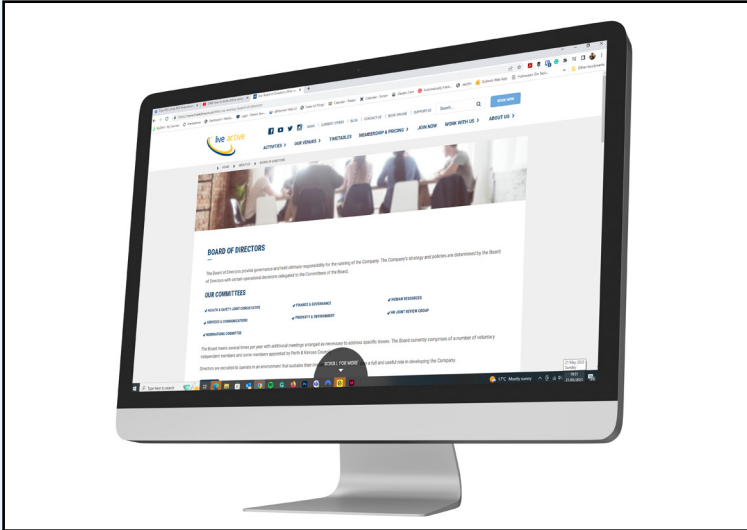
# Live Active Leisure Refer a Friend Campaign

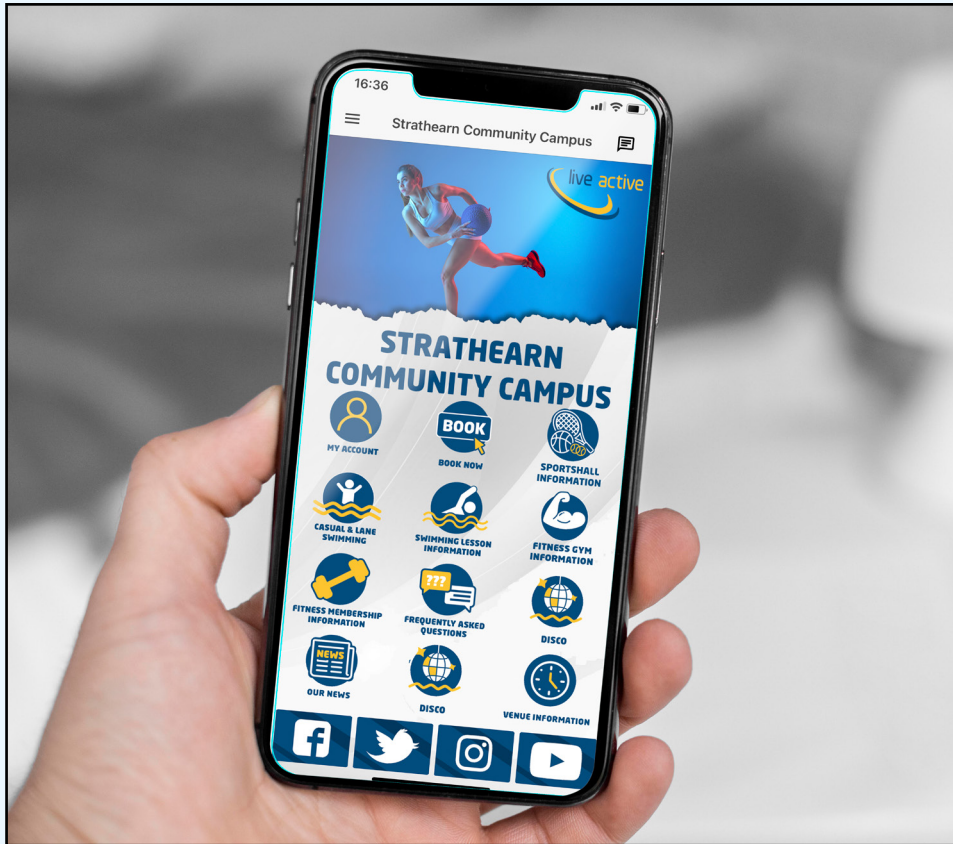




# Live Active Leisure

## Website Wireframes





# Live Active Leisure Company App Design



Linked is a series of 'how to' videos I created which were part of a campaign to promote the newly released app for Live Active Leisure.

CLICK HERE

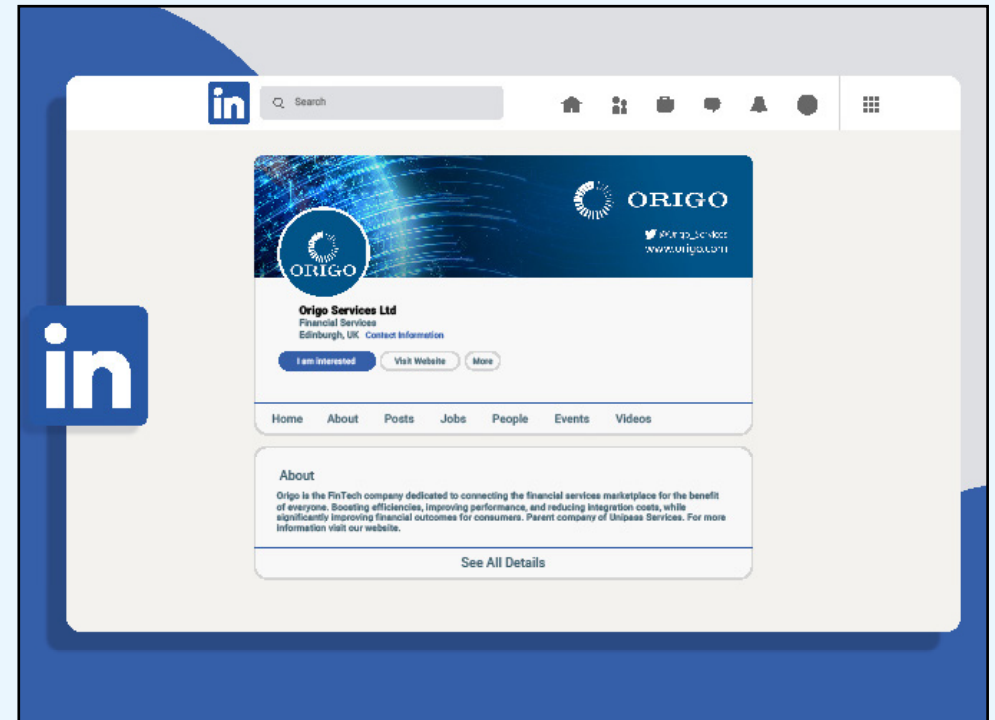
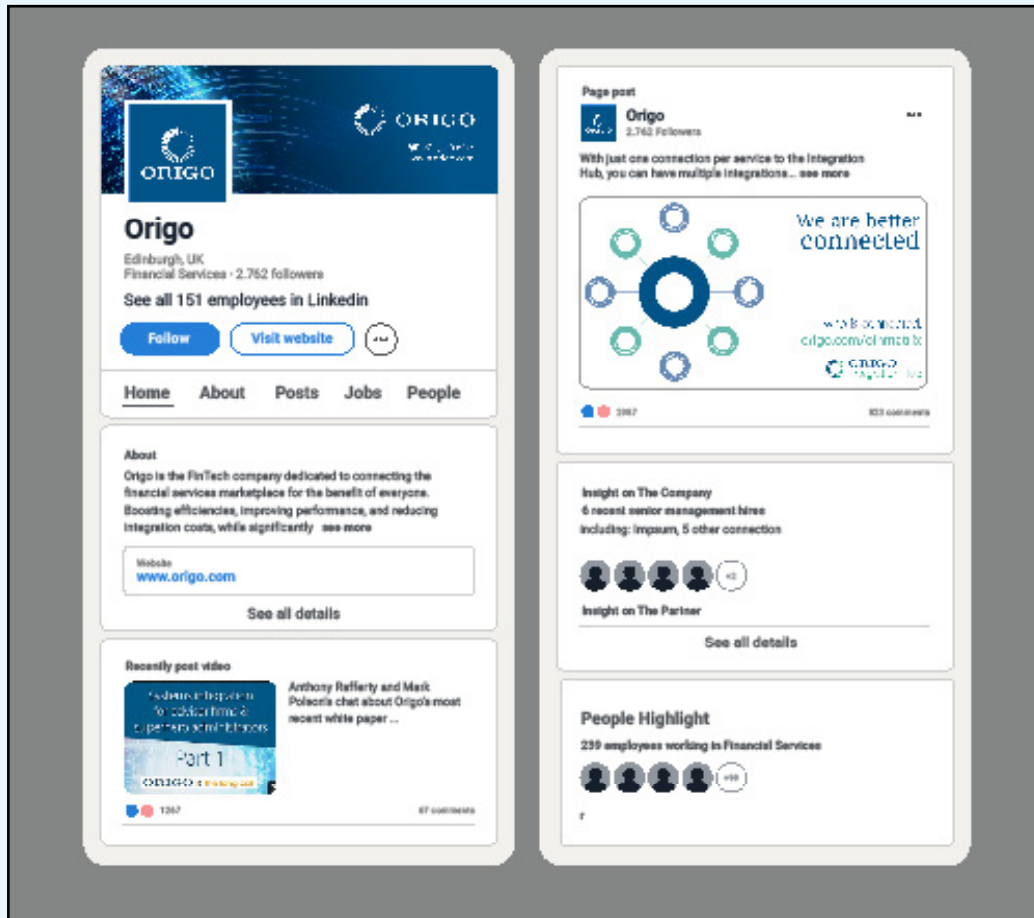
Or Scan the QR Code



To watch these videos

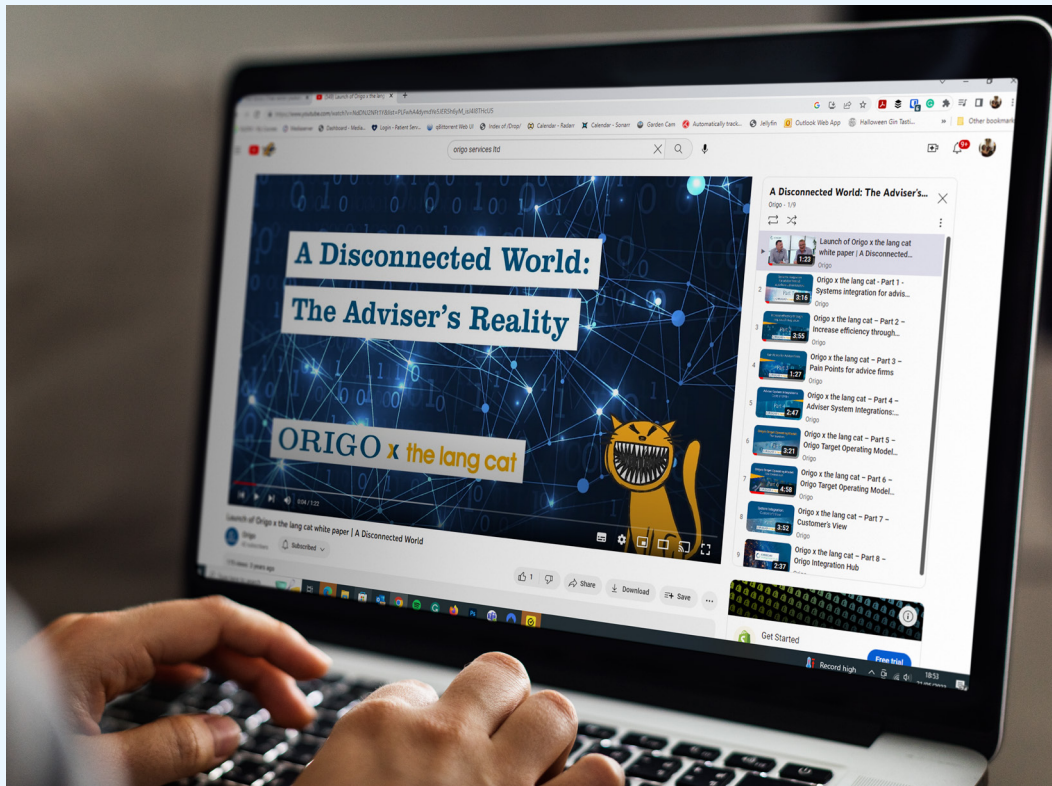
Live Active Leisure  
**Video Editing**





# Origo

## LinkedIn Social Media Branding



Linked is a series of videos I created which were part of a campaign to promote Origo & The Lang Cat's White Paper:

*A Disconnected World: The Adviser's Reality*

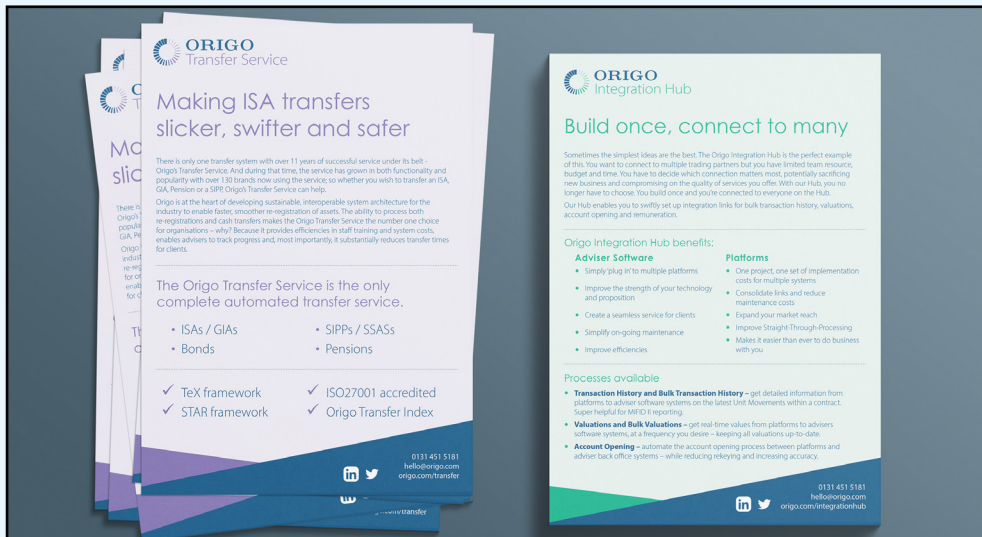
CLICK HERE

Or Scan the QR Code



To watch these videos

Origo  
Video Editing



# Origo

## Other Campaigns & Designs