

earthflowcreate@gmail.com

www.earthflowcreations.com

 linkedin.com/in/debbiedeak

Debbie Deak

Marketing | Graphic Designer

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

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, ActiveMedia, & Wordpress. Email Systems: Mailchimp, & Active Campaign. Google Analytics.

Design Skills

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

Communication skills

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

Marketing Skills

Social media marketing, email marketing, CMS project management, event planning, campaign coordinating, & Google Analytics,

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

Experience

Marketing Co-ordinator (Contract)

Live Active Leisure, Perth, UK

August 2022- Present

Creating visuals & copy for marketing campaigns including print & digital, CMS system management (for Live Active's website & app), mobile application design, UI Design & website wireframing.

I am passionate about marketing and design with a focus on promoting fitness and wellbeing to the community through quality campaigns and projects for Live Active Leisure.

Parental Leave

September 2020- August 2022

Marketing Campaign Manager (contract)

Origo, Edinburgh, UK

August 2019-August 2020

Organised Origo's events, social media planning, website project management. Created design assets for Origo including video, adverts, and imagery, to be implemented on the website, social media, campaigns, events & other projects.

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.

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.

Freelance Graphic Designer

Stirling, UK

May 2018 – August 2019

Projects include: branding, leaflets, product design, stationary, print production, website maintenance, customer service.

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)

Heriot-Watt University, Edinburgh, UK

Design for print and digital media, install signage and visuals for Open Day Events & Winter Graduation for Media Services at Heriot Watt University. Adhering to brand guidelines for the University while also creating eye catching designs.

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07544 707920

earthflowcreate@gmail.com

www.earthflowcreations.com

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

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

Experience *(Continued)*

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

Promote entrepreneurship to students, the community. Including small businesses and social enterprises.

Marketing, event planning, including competitions, & design for events.

Yoga Instructor

Origo Services Ltd, Edinburgh Park, UK

Jan 2020 - Mar 2020

Gleneagles Hotel, Auchterarder UK

Feb 2013 – Jan 2017

Live Active Rodney's Gym, Perth UK

Sept 2013 – Sept 2015

Kilgraston School, Bridge of Earn UK

Sept 2012 – Nov 2013

Fit4Less Gym, Perth UK

Feb 2013 – Nov 2013

Perth Yoga Studio, Perth UK

Aug 2010 – Jan 2014

Teaching beginner and mixed level yoga classes, including hatha, power vinyasa flow, pregnancy, postnatal, teen and children classes

Deborah Deak

Marketing | Graphic Designer

Portfolio

Objective:

This campaign objective is to gain obtain 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.

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

NEWSLETTER MAILING LIST



EMAIL REACH 9,000

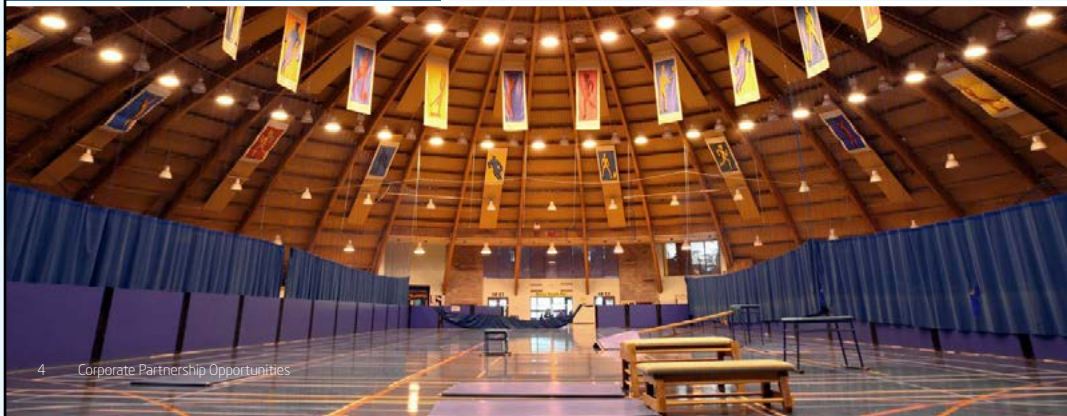
within Perth & Kinross

68,464 WEBSITE VISITS



All stats are within a 30 day period

WHAT CAN WE OFFER YOU?



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



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.**

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



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.



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



www.liveactive.co.uk

Caledonia House, Hay Street, Perth, PH1 5HS
T: 01738 454600 • E: leisure@liveactive.co.uk



Objective:

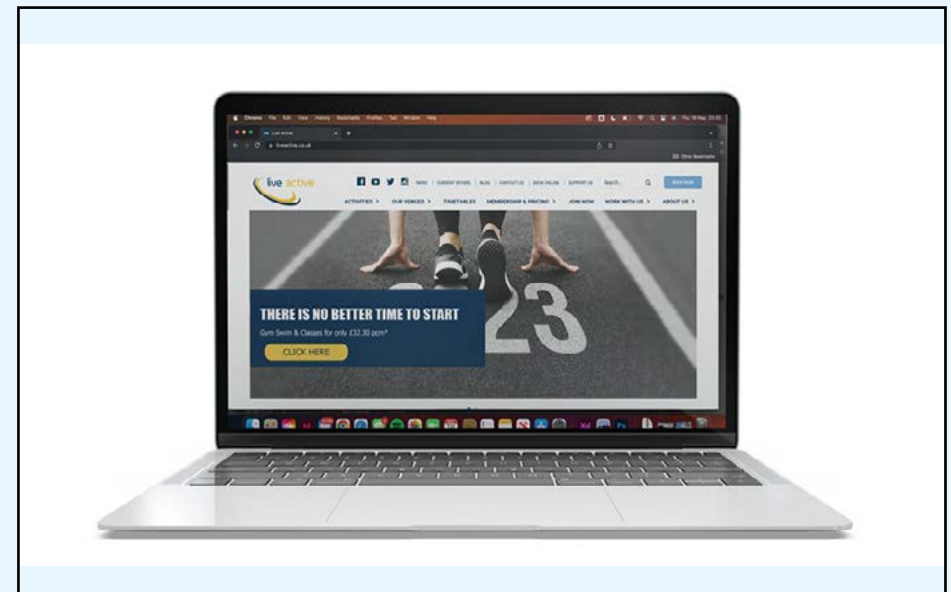
The Goal of this campaign was to increase brand awareness and sales in the month of January

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:

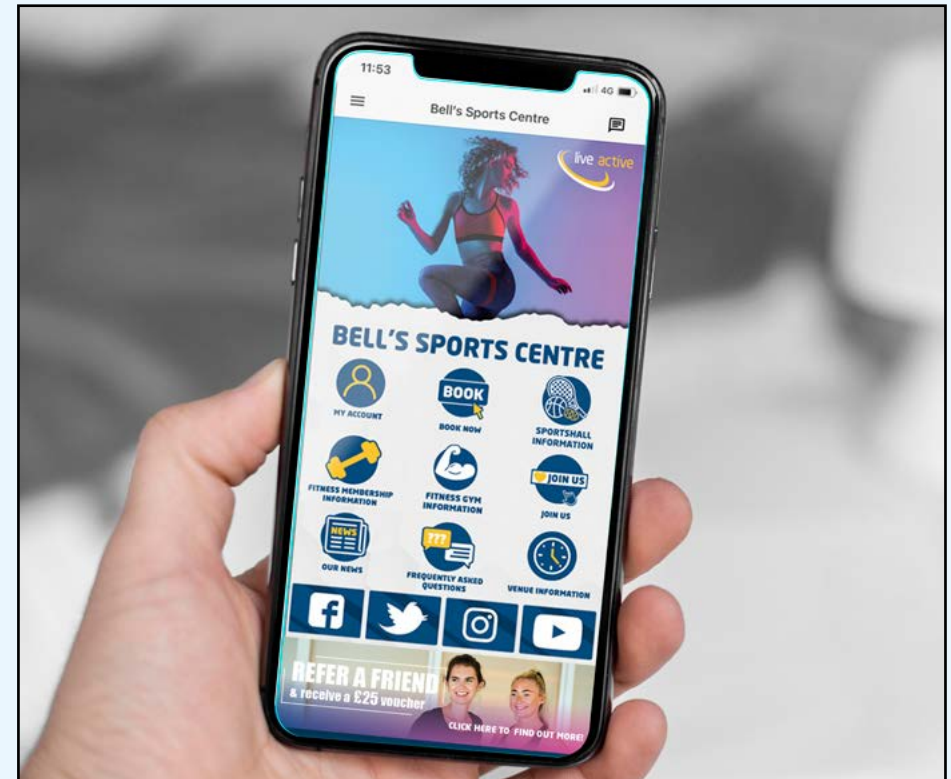
The Goal of this campaign was to get current members to refer a friend with the incentive of a free £25 gift voucher when that friend joined, plus a free Health Suite voucher for Perth Leisure Pool and a free fitness plan.

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



LAL Logo Standard Menu

Activities

Live Active Leisure offers a range of activities for children and adults of all ages and abilities, including: Squash, Fitness Classes, Sports Hall, Swimming Lessons, Modern Sports, Football, Gymnastics and much more.



OUR GYM	FITNESS CLASSES	SPORTS HALL & OUTDOOR PITCHES
SWIMMING	FOOTBALL	CRICKET
GYMNASTICS	BADMINTON	SQUASH
INDOOR BOWLS	CLUBING	ICE SKATING
TABLE TENNIS	CLIMBING WALL	ALL ABILITY CYCLING
WELLBEING CLASSES	ACTIVITY REFERRAL	STRIDE FOR LIFE
ACTIVE SCHOOLS	CLUB & SPORTS DEVELOPMENT	BIRTHDAY PARTIES
HOLIDAY PROGRAMMES		

LAL Logo Standard Menu

Climbing Wall

Come to our climbing walls at our venues in Perth & Kinross



ABOUT CLIMBING WALLS

Climbing is an excellent way to develop balance, coordination, problem solving and cooperation, as well as strength.

WHERE TO CLIMB

Climbing walls are available at Breachbane and Loch Leven Community Campuses.

An induction is required to use the wall independently, please ask an instructor for full information on how to use our climbing walls. Sessions are held on weekends. Please register on our online system (you climb with another participant) or call us on 01753 454400.

Climbing sessions are available so that your visit does not clash with any scheduled classes.

Refreshments and shoes are available for hire.

COSTS

Per Session:
 Adult - £2.70 with a Live Active Card, £5.50 without
 Junior - £4.00 with a Live Active Card, £5.50 without
 Senior - £4.00 with a Live Active Card, £5.50 without
 Concession - £3.00 with a Live Active Card

Climbing half hour (per hour) - £42.84 (inclusive of VAT)

LOCH LEVEN COMMUNITY CAMPUS

The wall at Loch Leven Community Campus is 7m in height and there are 6 lines available.
 Climbing is available from 10:00 - 21:00 on weekdays and 10:00 - 16:00 on weekends.
 Climbing is available at weekends so that your visit does not clash with any scheduled classes.

BREACHBANE COMMUNITY CAMPUS

The wall at Breachbane Community Campus is 5.5m in height and there are 8 lines and 2 auto belays.
 Climbing is available from 07:00-21:00 on weekdays and 08:00 - 15:00 on weekends.
 Climbing in advance is available so that your visit does not clash with any scheduled classes.

LAL Logo Standard Menu

Header Image

OUR PERFORMANCE AND ACHIEVEMENTS

We are passionate about providing the highest level of service to our customers to encourage more people to 'live active' lives. Our dedicated staff and partners work hard to ensure that we are constantly improving.

Our Annual Achievement Report details the full range of achievements that the company has received throughout the year and details the goals that have been set for the following year.

LIVE ACTIVE LEISURE ANNUAL REPORTS

- 2015/2016
- 2016/2017
- 2017/2018
- 2018/2019
- 2019/2020
- 2020/2021

LIVE ACTIVE LEISURE ANNUAL ACHIEVEMENT REPORTS

- 2016/2017
- September - April - Sep 2017
- 2017/2018
- 2018/2019

OUR ACHIEVEMENTS

We are proud of the industry standard awards and recognition that we have received throughout the years.

QML LEISURESAFE

QML LeisureSafe™ is a unique health and safety management audit that validates the health and safety of our facilities.

The audit is based on the requirements on HSE 65 Successful Health and Safety Management and covers:

- Health & safety management
- Facility wide health and safety issues - COSHH, electricity and fire
- Area by area health and safety safety systems of work e.g. pools, gyms and sports hall.

SCOTTISH TOURIST BOARD AWARD

The Visit Scotland awards represent high standards in the tourism industry. We are proud to boast a three-star rating for Bell's Sports Centre and Dewar, and a four-star rating for Perth Leisure Pool.

HEALTHY WORKING LIVES AWARD

Live Active Leisure once again successfully received the Healthy Working Lives Silver Award in 2019. The Company works together to create a healthy safe place to work. This award lets people know that promoting Healthy Working Lives is an integral part of the Company and the way we work.

IQL TRAINING AWARD

IQL UK is the trading subsidiary of The Royal Life Saving Society UK (RLSS UK), the drowning prevention charity. Their regulated qualifications are reviewed, recognised and monitored by Ofqual, Qualifications Wales and CCEA Regulation in Northern Ireland.

Live Active is proud to possess the IQL Approved Training Centre External Quality Assurance award.

Image link	Image link	Image link
ABOUT US MORE INFO	OUR HISTORY MORE INFO	OUR PEOPLE MORE INFO
Image link	Image link	Image link
OUR BOARD MORE INFO	OUR PERFORMANCE & ACHIEVEMENTS MORE INFO	GOING GREEN MORE INFO

Standard Footer

LAL Logo Standard Menu

Header Image

OUR HISTORY

On 1 October 1965, Bell's Sports Centre Ltd was created, and in launching, set in motion a series of exciting milestones that would shape the path of sports and leisure in Perth and Kinross. From its ambitious start as the city's first dedicated sports centre to its current position, the story of Live Active Leisure is one that stretches over 50+ years!

The company celebrated its 50th Anniversary in 2015. This was testament to the dedication, passion and commitment of hundreds of people, team members, managers, chief executives, Board of Directors, partner organisations and of course the people of Perth and Kinross.

From 1965 to the present day, Live Active Leisure remains an integral part of the economy, civic infrastructure and quality of life across the 2000 square miles of Perth and Kinross and beyond.

You can read more about the history and milestones of the company in our 50th anniversary brochure that follows the timeline from our inception until the present day!

50 years of Leisure in Perth and Kinross PDF

Image link	Image link	Image link
ABOUT US MORE INFO	OUR HISTORY MORE INFO	OUR PEOPLE MORE INFO
Image link	Image link	Image link
OUR BOARD MORE INFO	OUR PERFORMANCE & ACHIEVEMENTS MORE INFO	GOING GREEN MORE INFO

Standard Footer

LAL Logo Standard Menu

Header Image

OUR PEOPLE

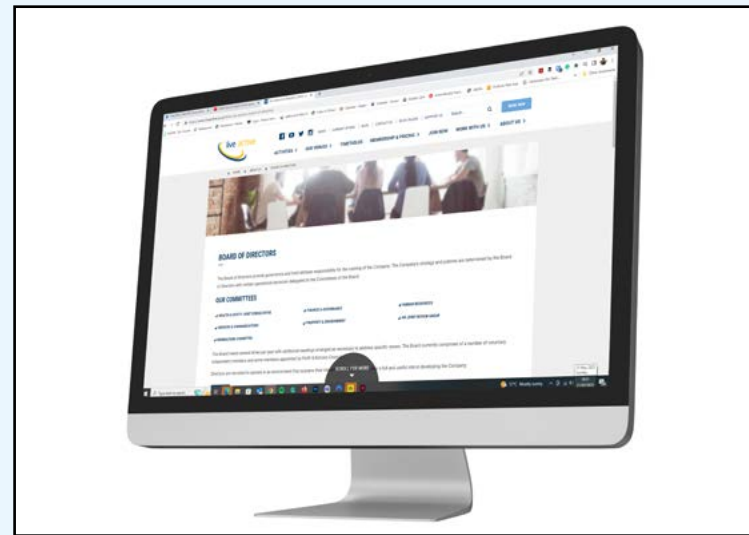
Our purpose is to work together with our customers and partners to create and provide opportunities to participate in sport and leisure and enjoy the benefits of physical activity.

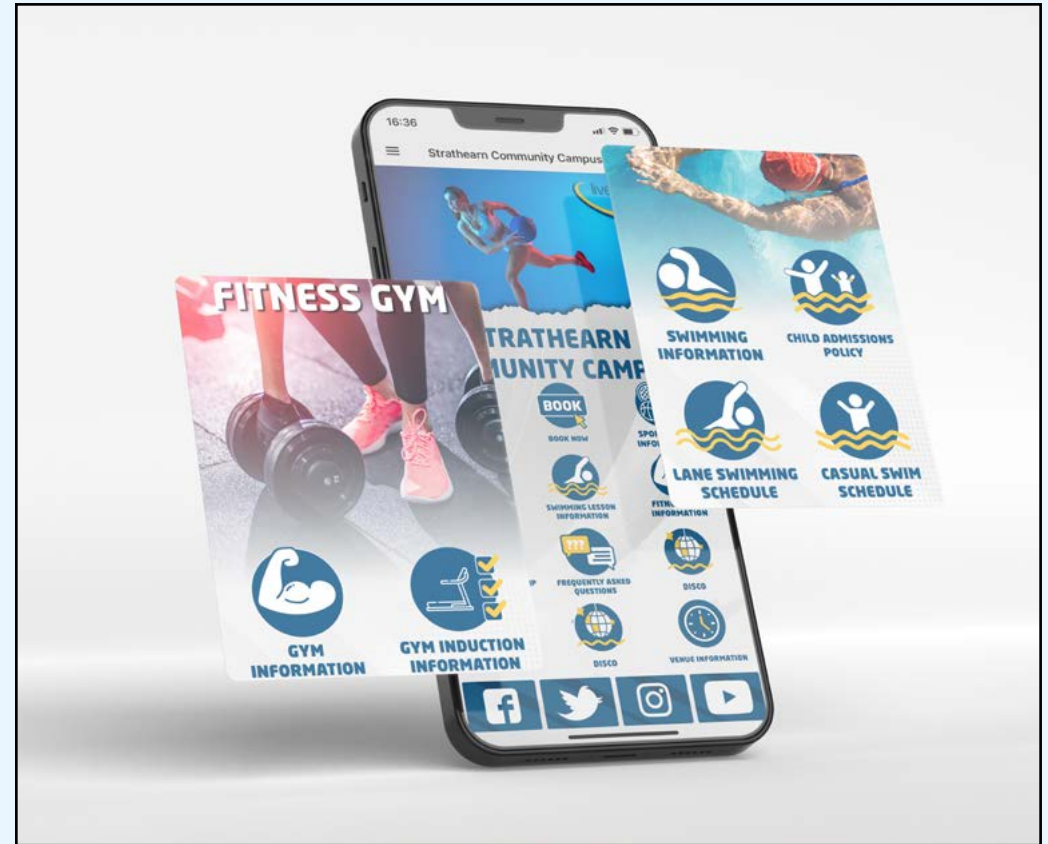
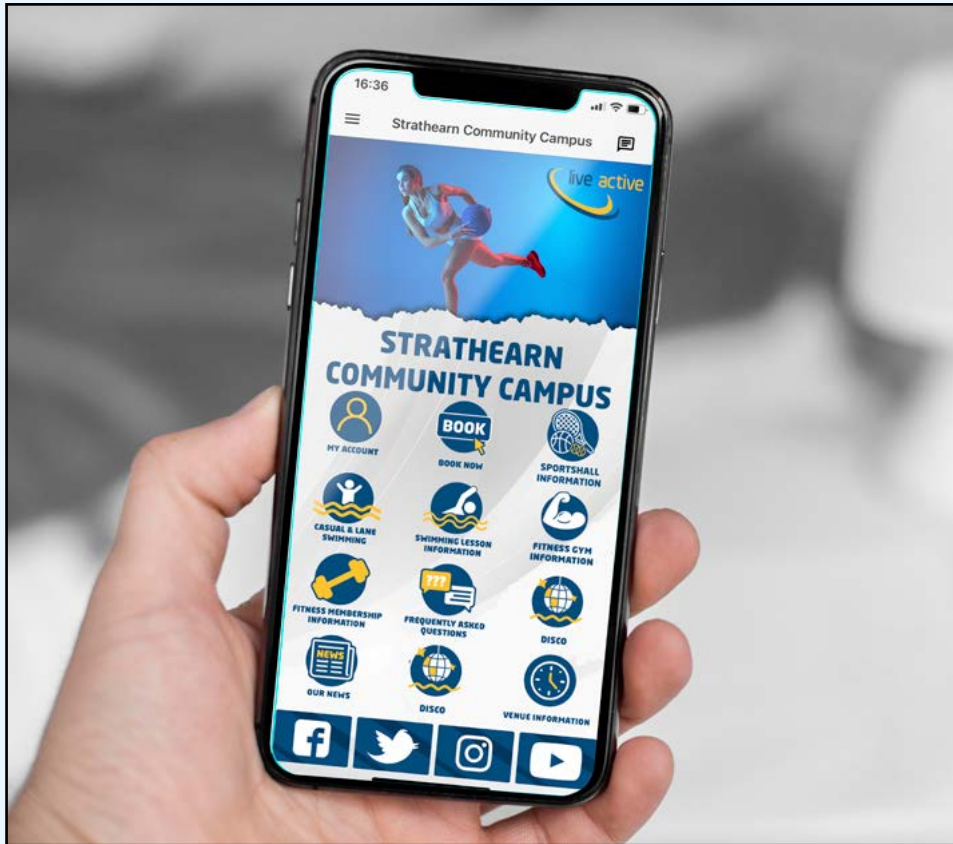
SENIOR MANAGEMENT TEAM

Image	Image	Image
MIKE CROWTHER CHIEF EXECUTIVE OFFICER Calderstone House, Hay Street, Perth, PH1 5LH E: mcrowther@liveactive.co.uk T: 01753 454400	FRANK GARDNER DIRECTOR OF FINANCE / DEPUTY CEO Calderstone House, Hay Street, Perth, PH1 5LH E: fgardner@liveactive.co.uk T: 01753 454400	CAIRN BISHOP DIRECTOR OF OPERATIONAL SERVICES Calderstone House, Hay Street, Perth, PH1 5LH E: cbishop@liveactive.co.uk T: 01753 454400
Image	Image	Image
DAVE GARDNER HEAD OF CORPORATE SUPPORT SERVICES Calderstone House, Hay Street, Perth, PH1 5LH E: dgardner@liveactive.co.uk T: 01753 454400	ANDREW BROWN HEAD OF CONTRACTS & COMPLIANCE Calderstone House, Hay Street, Perth, PH1 5LH E: abrown@liveactive.co.uk T: 01753 454400	HOLLY WINDHAM PROJECTS AND BUSINESS SUPPORT OFFICER Calderstone House, Hay Street, Perth, PH1 5LH E: hwindham@liveactive.co.uk T: 01753 454400
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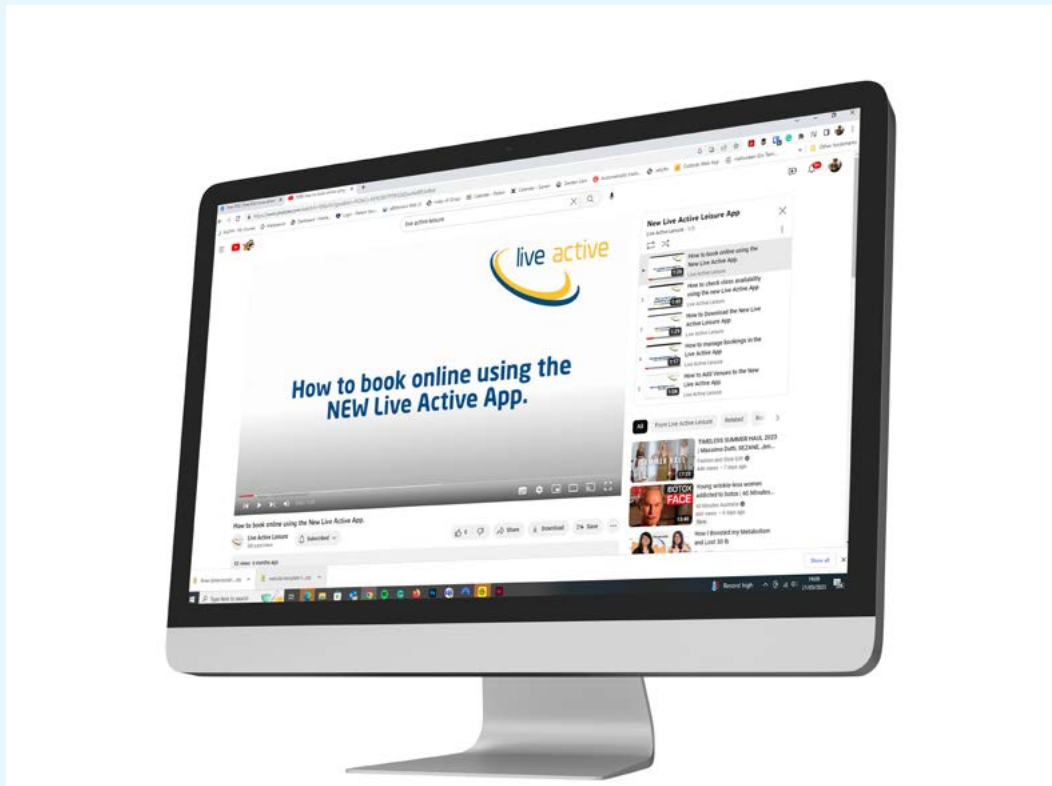
Standard Footer

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.

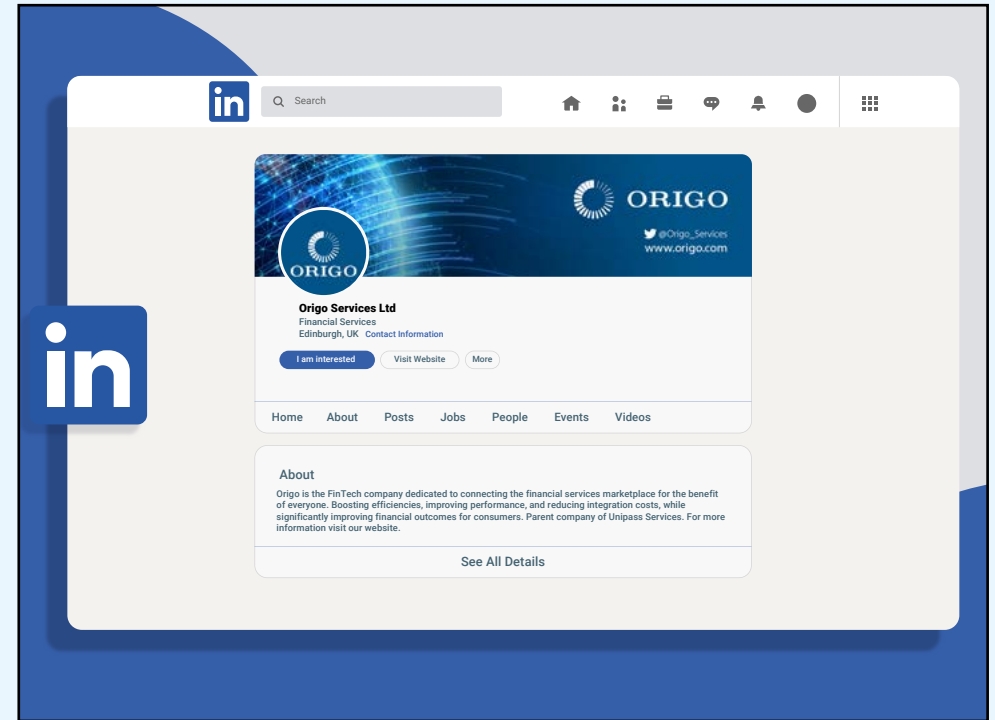
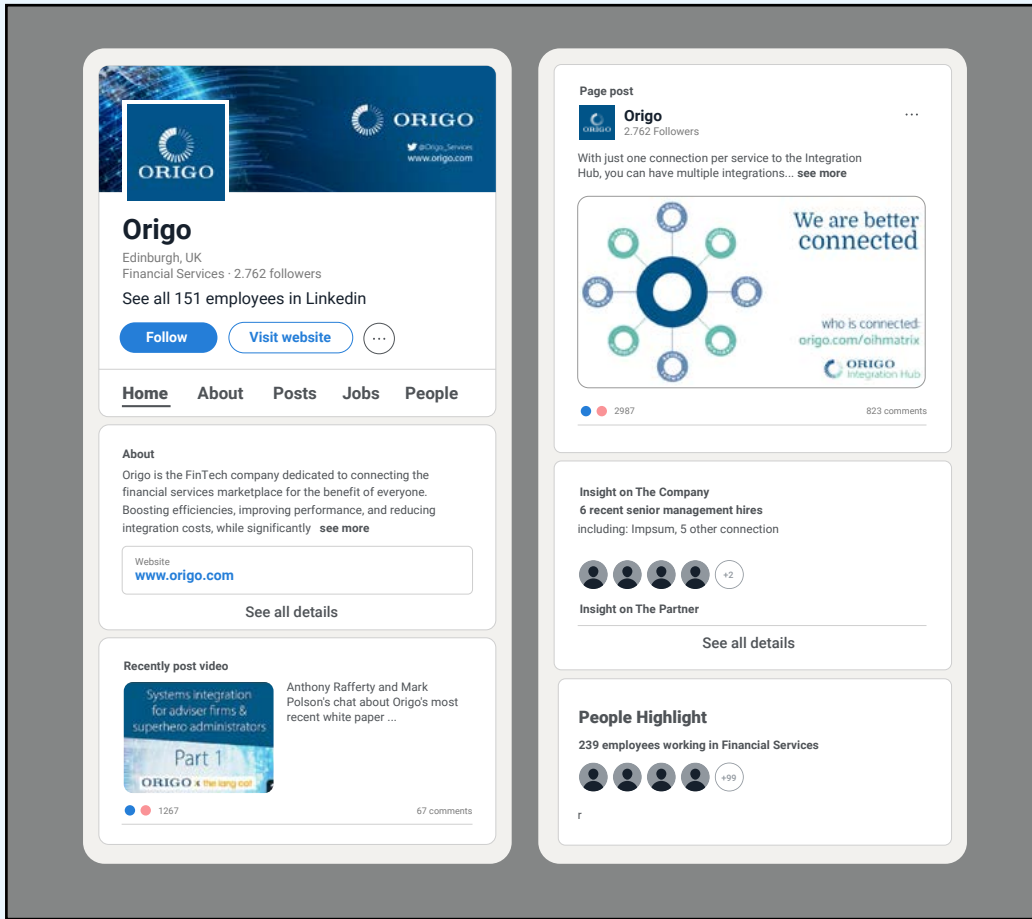
[CLICK HERE](#)

Or Scan the QR Code

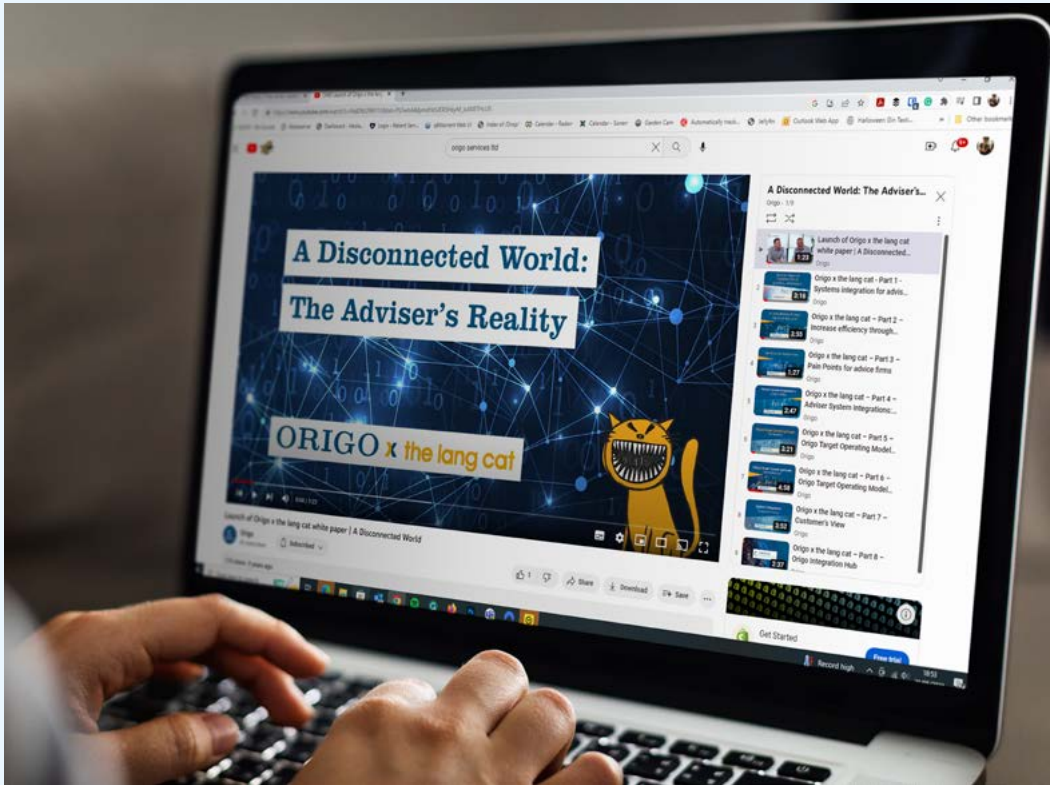


To watch these videos

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

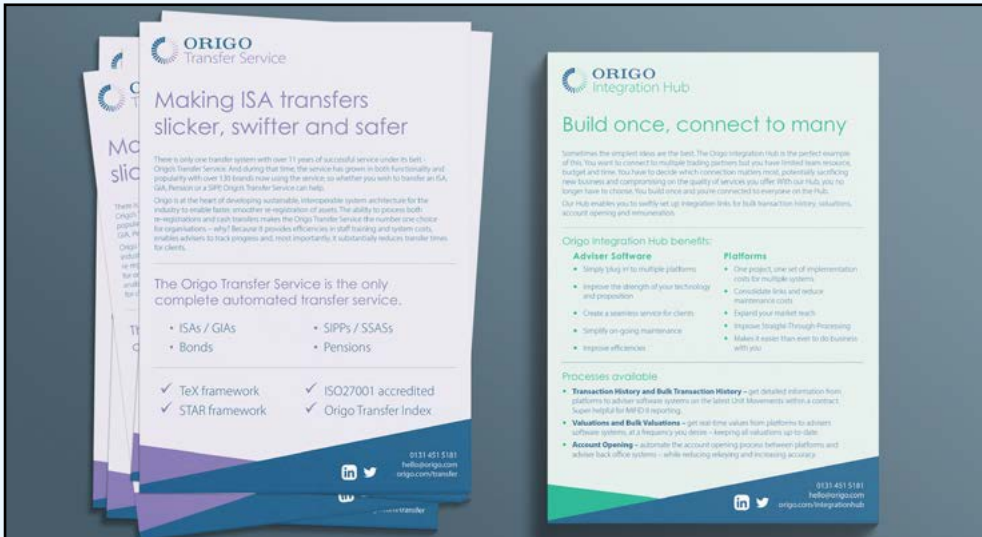
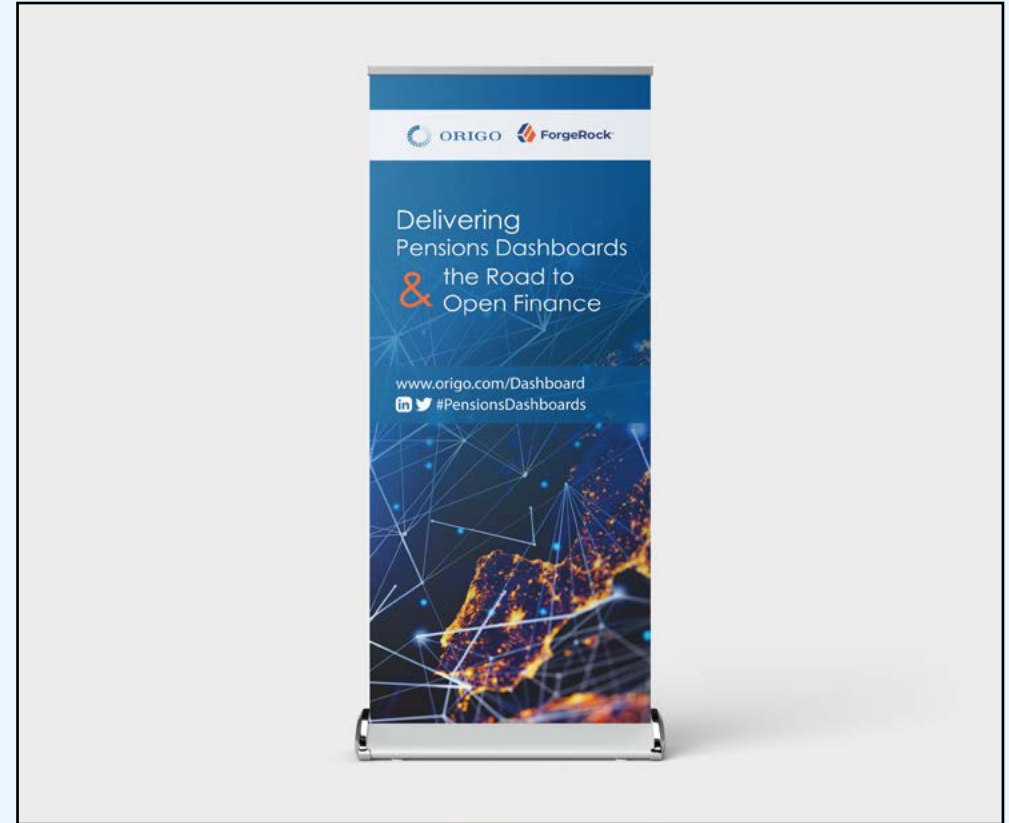
[CLICK HERE](#)

Or Scan the QR Code



To watch these videos

Origo
Video Editing



Origo Other Campaigns & Designs