

# LAKEISHA DOUCH

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## ABOUT ME

I am a professional, ambitious, and skilled photographer. I can use industry-standard tools to a professional level including Photoshop and InDesign. I have great experience in the creative field and extensive knowledge of media trends. I have worked as a branding and content officer for the past 2 years which has strengthened my skills in marketing and content creation. In my spare time, I love working on personal projects, widening my knowledge on social issues through reading and experience new cultures through food.

## TALENTS & SKILLS

### WORKPLACE

- Fast learner
- Organised
- Hard working
- Teamwork
- Time management
- Planning
- Problem solving
- Excellent customer service
- Patience and good composure
- Sensitivity and understanding

### TECHNICAL

- Adobe Photoshop
- Adobe InDesign
- Microsoft Office
- Wordpress
- Later/Hootsuite
- Canva
- Google Analytics
- Capture One

### PROFESSIONAL

- Social media management
- Event organising
- Content creating
- Brand development
- Photography and studio understanding

## WORK EXPERIENCE DURING EDUCATION

### Photographer for Edge Magazine

September 2019

### Participant in Werkhouse Weekend, Bristol

June 2019

### Program Photographer for National Centre of Circus Arts

May 2019

### Product Photographer for Hollie Haines merchandise

February 2019

### Graphic Designer at Antic: The Elephant and Castle

September 2018 - April 2019

### Book exhibited at Offprint at Tate Modern

May 2018

### Photography Assistant at Deep South Media

April 2018

### Event and Judge Assistant at The Guild of Fine Foods: World Cheese Awards

November 2017

### Artist for Artists in Transit

July 2020

### 4 years retail experience

2013-2017

## ACADEMIC BACKGROUND

### University of The Arts London | October 2016 - May 2019

London College of Communication  
BA (Hons) in Photography

### University of the Arts London | 2019

London College of Communication  
ACA certification in Photoshop

### Ferndown Upper school | September 2015 - July 2016

Bournemouth  
Foundation degree in Art & Design  
Merit

### Twynham Sixth Form | September 2013 - July 2015

Bournemouth  
A-levels  
in English Lit, Product Design and Sociology

### Avonbourne School for Girls | September 2008 - June 2013

Bournemouth  
11 GCSE's graded B-C including English, Maths, Science and Statistics

## CAREER HISTORY

### Branding and Content Officer

DOUCH FAMILY FUNERAL DIRECTORS | JULY 2019-PRESENT

- Using InDesign and Canva to create on brand material
- Organising company and charity events
  - Creating event programmes
  - Using Eventbrite for invites and attendees
  - Main contact for delegate queries
  - Pitching new fundraising ideas
  - Researching event venues and collecting quotes
- Managing all social media profiles
  - Creating and scheduling content using Later and Hootsuite
- Monitoring the company website and online store
  - Updating pages with new weekly information
  - Liaising on monthly reports with digital marketers
  - Using Google analytics to evaluate data and create reports
- Developing and maintaining communication with all clients and emails sent to the community address
- Professionally answering calls and walk ins, while following correct protocol with compassion and sensitivity
- Delivering and collecting personal files from the crematorium for funeral directors

### Photographer

FREELANCE | OCTOBER 2016-PRESENT

- Take high-quality images for clients then retouch and edit using Adobe Photoshop
- Confident use of film and DSLR cameras
- Extensive communication with clients to execute their vision
- Create mood boards to help plan and map ideas
- Creating and designing sets for shoots

### Art Department Assistant

FREELANCE | MARCH 2020-APRIL 2020

- Responsible for all set design
  - Organising transportation to and from shoot location for props
  - Creating and implementing the overall look of the set
  - Fixing set design problems as they arise
  - Deconstruction of sets

### Media Production Assistant

DOUCH FAMILY FUNERAL DIRECTORS | NOVEMBER 2017-JULY 2019

- On-site photographer for all social media campaigns, news reports and events
- Editing and retouching all photography using photoshop
- Reconstructing old and damaged photographs for customers
- Designing Orders of Service using InDesign

### Host

WWPC | OCTOBER 2017-MARCH 2020

- Key-holder
  - Responsible for multiple homes in London
- Caretaking
  - Ensuring the properties are consistently kept to a high standard
  - Managing any trades work needed for the properties
- Maintaining relationships between company and customers
  - First person of contact for all clients