

KATE HATHAWAY

WWW.KATEHATHAWAY.CO.UK



INTRODUCTION

Hi, I'm Kate, a music loving creative media practitioner, passionate about content creation of all kinds of medium, such as photography, video, illustration and graphic and web design. As an artistically fueled individual, I am always eager to find creative solutions to help clients make their business and brand as aesthetically and visually appealing as they can possibly be, in order to create the perfect profile to fit the clients needs and positively engage with their audience.

EXPERIENCE

LIVE MUSIC PHOTOGRAPHER | FREELANCE

FEBRUARY 2015 - PRESENT

I have provided photography on a freelance basis for various online music publications, and as a house photographer at Riverside in Newcastle Upon Tyne. In my time as a photographer in the live music industry I've found that it can be quite a temperamental and fast paced industry, which has been beneficial in helping me learn new skills. I gained skills in artist liaison to obtain appropriate press access to shows, which has given me the ability to communicate well with the utmost purpose & professionalism.

Shooting live music can often present stressful situations, such as; my credentials having not been properly forwarded to venues to allow me entry, hostile attitudes from audience members, and varying shooting conditions across different performances and venues. These factors combined have taught me how to keep a calm and clear head in order to work effectively in a stressful working environment, and how to think quickly on the spot to overcome any barriers that prevent me from doing my job. Shooting such events also requires a fast turn around for images, as publishing as soon as possible after the event gains more interest online, which means I frequently have to work to a fast deadline, which has taught me how to work well under a time limit.

BACKSTAGE & FRONT OF HOUSE PHOTOGRAPHER | RADIO ACADEMY AWARDS

OCTOBER 2017

At the 2017 ARIAS, I was a member of the media team providing backstage and front of house photography. This included photographing guests and nominees as they arrived to the awards, pit photography of the awards ceremony and performers (2017's performers included The Big Moon, The Fratellis, Sigrid and Busted), and photographing moments backstage, such as the performers being interviewed. These photos were then passed onto the Radio Academy to have on file for following and future press releases.

PHOTOGRAPHER & SOCIAL MEDIA ASSISTANT | DEER SHED FESTIVAL

JULY 2018 - PRESENT

In 2018 I had the opportunity to work at Deer Shed Festival as a volunteer photographer and social media assistant. My roles included photographing the festival, including specific acts given to me on a 'hit list', updating the Instagram channel throughout the weekend with content I shot & edited on site, and sending over all content after the festival to be used by both the festival for promotion purposes and to be sent on to press for media use. This role included the use of SEO techniques to boost audience engagement with posts, and familiarising myself with the festivals house style and tone for social media.

In response to my work in 2018, I was asked to return to the festival as a member of the 2019 media team. My role included photographing the festival, editing & posting on-site, and updating the social media channels. In addition to assisting with the Instagram channel, I was also given an additional role of assisting with the Twitter feed.

Following a break in 2020 & 2021 due to the coronavirus pandemic, I returned in 2022 to photograph the event and help re-stock their photo library to use for future promotions for the festival.

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CONTENT CREATOR & WEB DESIGNER | DUKES DONUTS & COFFEE

OCTOBER - DECEMBER 2019

I worked with Dukes Donuts & Coffee to help improve their online presence. Working with their Business Development and Social Media Managers, I created content to populate their social media channels and website. Whilst designing their website, I created a custom colour scheme and house style inspired by their in-store interior design. I also wrote the copy for the website in a tone appropriate for the business and their target audience. In addition, I carried out studio and in-store photoshoots of the merchandise and menu items to create an online menu, and a set of quirky, eye-catching GIFS for use on social media.

On the opening day of the first store, I managed the social media channels, which included running competitions, contacting winners & posting regular updates to stories & main feeds. Rather than using my phone to shoot, I used my DSLR to take high quality photos, then edited them on the go using Lightroom Mobile. This greatly improved the visual aesthetic of the social media feeds, making them look far more professional. This helped improve engagement, with the follower count doubling after my social media assistance.

CONTENT CREATOR & GRAPHIC DESIGNER | QUATTRO BAR & KITCHEN

JULY 2019 - DECEMBER 2020

Quattro is an independent bar & kitchen located in Jesmond, Newcastle Upon Tyne. My role was to create visually engaging content for the social media channels such as Facebook cover and event photos, and promotional material for Facebook and Instagram to advertise upcoming events, deals and event hire. I also designed and printed physical materials, such as posters, flyers, menus and loyalty cards.

DIGITAL CONTENT COORDINATOR | LEEDS BECKETT STUDENTS' UNION

MARCH 2020 - PRESENT

At Leeds Beckett Students' Union, we aim to make students lives better. I work in the Marketing & Communications Team to plan and produce photography, videography & written content for anything from everyday social media content, newsletters, banners, plasma screens and large scale campaigns that promote the students' union, capture student attention and encourage them to engage with us. I also manage the social media channels and attend and assist during events to provide customer service and live online coverage.

SKILLS

ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



ADOBE PREMIERE PRO



ADOBE INDESIGN



ADOBE LIGHTROOM



ADOBE AUDITION



SEO TECHNIQUES



VIDEOGRAPHY



COPYWRITING



PHOTOGRAPHY



EDUCATION

DIGITAL JOURNALISM BSc (HONS)

LEEDS BECKETT UNIVERSITY, 2017 - 2020

FIRST CLASS HONOURS

A LEVELS

KING EDWARD VI SIXTH FORM, 2014 - 2016

PHOTOGRAPHY (A*) GRAPHIC DESIGN (A) PSYCHOLOGY (E)

GCSES

KING EDWARD VI HIGH SCHOOL, 2011 - 2014

3 A GRADES, 2 B GRADES & 4 C GRADES
(INCLUDING MATHS AND ENGLISH LANGUAGE)

REFERENCES

DEER SHED FESTIVAL

JACK KEERY - SOCIAL MEDIA MANAGER

Please contact me directly for further contact details for this reference.

LEEDS BECKETT STUDENTS' UNION

JUSTINE BELANGER - MARKETING MANAGER

Please contact me directly for further contact details for this reference.

PORTFOLIO LINKS

PHOTOGRAPHY & VIDEOGRAPHY

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DESIGN PORTFOLIO

[MADE WITH ADOBE SPARK](#)