



David Gallagher

Multidisciplinary Creative



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Portfolio
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KEY SKILLS

- Branding & Identity
- Creative Direction
- Typography
- Ad Design
- Logo Design
- Packaging
- Video Editing
- Layout & Composition
- Digital Strategy
- Design/Digital Trends
- Content Creation
- Event Marketing
- Event Planning
- Social Media Marketing
- Team Collaboration
- Project Planning
- Website Management

TOOLS

Adobe CC
Photoshop
Illustrator
InDesign
After Effects
Microsoft 365
Meta Business Suite
Squarespace
Wordpress
Canva

INTERESTS

Art
Photography
Fashion
Music

PERSONAL SUMMARY

I'm a multidisciplinary creative with 4+ years of experience in branding, advertising, and digital marketing. My work blends strategic thinking with bold & contemporary design. From agency experience at Power of 9 to running my own freelance studio, The Workbench, I've delivered impactful brand identities, social campaigns, and event visuals for diverse clients. I'm equally at home in digital and physical spaces, with a passion for projects that connect culture and design.

EXPERIENCES

Freelance Graphic Designer.

The Workbench Studio
Jan 2022 – Present [Remote - SA/UK]

- Work with brand identities, packaging design, and social media assets for clients across corporate, retail, hospitality, and entertainment.
- Deliver visual direction and creative concepts for event branding campaigns.
- Manage client relationships from concept through delivery.
- Previous clients; Rewe, Bundesliga, Spotify SA, One Park, Float Apparel, Lea Martine, Club Kloof, Mazule Mining & Hotboxed.

Graphic Designer & Digital Marketing Manager.

Power of 9 - Advertising Agency
Jan 2021 - May 2025 [Full Time]

- Worked on visual identities, digital assets, and social content for national brands in a fast-paced environment, managing daily deadlines.
- Led social media campaigns, increasing engagement and reach through targeted creative strategies on a monthly basis using platforms like Hootsuite & Mailchimp.
- Coordinated with copywriters, client service, photographers, and web developers to ensure cohesive design outputs for clients.
- Agency clients; Balwin Properties, Legaro Property Development, American Shutters, and AISA.

Social Media Manager.

Boutique Guitars
May 2021 – Nov 2022 [Part Time]

- My responsibilities consisted of content curation & general social media management for social media platforms. My role also contained Wordpress Website management of the e-commerce store.

Creative Director & Event Manager.

Secret Society
May 2019 – Present

- Founded and curated a house music platform, now collaborating with Float Apparel.
- Manage event branding, event management, artist liaison, lineup curation, sponsorship, and venue communications.

Event Manager.

Sun Daze
Nov 2021 – Apr 2022

- Produced a one-off live alternative rock event tour featuring Shortstraw.
- Oversaw budgeting, logistics, creative direction, and post-event evaluation.
- Worked & collaborated with Jack Black [Sponsor], SA Brewery's [Sponsor], AMP Events [Concert/Partners], Howler [Ticket Platform], Beau Constantia [Venue], District [Venue].
- Sold over 900 tickets & made a profit of over R150 000.

Social Media Manager.

MG Travel
Feb 2019 – Jan 2020 [Part Time]

- Planned and executed social media content strategy to grow brand presence.
- Helped amplify the travel agency's digital presence and achieve strategic marketing goals.

EDUCATION:

Motion Graphics Course.

Red & Yellow Creative School of Business
Jan 2024 – Feb 2024

Graphic Design Course.

Udemy
Jan 2022 – Oct 2022

Marketing Higher Certificate

IMM Graduate School
Jan 2020 – Jan 2021

High School Diploma.

CBC St John's
Jan 2014 – Dec 2018