



# David Gallagher

Multidisciplinary Creative



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## SKILLS

### Creative

- Brand Strategy & Identity
- Creative Direction
- Visual Identity
- Campaign Concept Development
- Typography & Layout Design
- Packaging Design
- Social & Digital Design

### Event

- Event Branding
- Event Production & Planning
- Sponsorship & Partnership Coordination
- Artist Liaison & Line-up Curation
- Experiential Marketing

### Digital & Marketing

- Social Media Strategy
- Content Planning & Campaign Execution
- Community Growth
- Email Marketing
- Website Management

### Tools

- Adobe Creative Suite [Photoshop, Illustrator, InDesign, After Effects]
- Canva
- Meta Business Suite
- WordPress
- Squarespace

## PERSONAL SUMMARY

I'm a multidisciplinary creative working across branding, advertising, digital marketing, and event curation. My work combines strategic thinking with bold design to build brands and experiences that resonate culturally.

From agency experience at Power of 9 to founding my own design studio, The Workbench, I've delivered brand identities, social campaigns, and large scale event creative for diverse clients. As founder of Secret Society and producer of Sun Daze, I bring hands on experience in event branding, curation, sponsorship, and execution, moving seamlessly between screen and space.

## EXPERIENCES

### Freelance Graphic Designer.

#### The Workbench Studio

Jan 2022 – Present [Remote - SA/UK/GER]

- 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 branding & social campaigns.
- Manage client relationships from concept through delivery.
- Previous clients; Rewe, Bundesliga, Spotify SA, One Park, Float Apparel, 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 South African music platform focused on local artists.
- Collaborating and working with Float Apparel, Texas, Devils Peak, Apollo AV and One Park.
- 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