

Gavin Phillips

Graphic Designer/Marketer/Video Editor

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Dynamic and passionate graphic designer and video creator/editor. Also, a training specialist with 15+ years of experience delivering live webinars, hands-on workshops, live presentations, video tutorials and in-depth training manuals. Grew our Photoshop plugin business by 20% in 2018 with 90-second demo movies and custom graphics used on Instagram and Facebook.

Early adopter of GenAI programs and how businesses can use them to their benefit. Programs like ChatGPT, Midjourney AI, Google Gemini (Nano Banana), Microsoft CoPilot and Claude.

Skilled marketer and analyser of data to know where to focus advert spend. Very good at coming up with new creative business solutions and ideas to increase ROI. A tenacious, hands-on approach to everything I do, with an entrepreneurial out of the box type mindset.

KEY SKILLS

- Applied GenAI for business use cases
- Marketing copywriting
- Product presentations and demos webinars
- Sales and lead conversion ideas
- Customer relationship building
- Consultative and solution selling
- Lead conversion and pipeline management
- Product presentations and demos
- Storyboarding
- Measuring knowledge retention and application
- Customising content by industry
- Zoom + Teams
- Microsoft Office Suite

CAREER HISTORY

Freelance GenAI Trainer Jan 2025 - Present

I have run some classes with another GenAI expert teaching Midjourney to Graphic designers and business people

Designed the online class

Included PDF's of prompts and images to show them what the prompt created

Included other websites and information useful to participants

Photographers Photoshop — Marketer, Graphic Design and *Trainer*

2010–Present

- Trained thousands of users through live webinars, tutorials, and hands-on workshops.

- Marketed via email, Instagram and Facebook
- Copywriting and demo movies
- Produced over 1000 + tutorial videos improving learner engagement and self-service rates.
- Delivered remote technical support, troubleshooting software issues via TeamViewer/LogMeIn.
- Implemented learner assessments and anonymised feedback to improve content quality.

Layercake Software – Software Trainer – 2010-Present

Trained hundreds of users in how to use the software using live webinars, movie tutorials, written documents and live presentations.

Use LMS platforms like Moodle for,

Self-directed learning

Relevance & personalization – Organized for different departments, skill levels

Interactive & practical activities - Quizzes, simulations, case studies

Share experience - let learners share knowledge.

Movie Tutorials - Tutorials available when learners need them

Rewards - Badges, certificates and progress tracking.

Partnering - Discussion forums and group projects

Test people after the training to see how much they have retained. Ask for anonymous feedback so we can improve the training.

Tech support for customer inquiries often using remote tools like LogMeIn and TeamViewer.

Cardcraftdesign.com – Partner – June 2024 - Present

Brought a new product to market. I designed a custom deck of playing cards using Photoshop and Midjourney AI.

Created a partnership with an online gifting company to market them and reach out to other retailers and Corporate gifting to expand our market

TOOLS

ChatGPT • Midjourney • Microsoft CoPilot • Microsoft 365 • Camtasia • Photoshop • Premiere Pro

Google Gemini • Zoom • Teams • Articulate • Moodle • Zendesk • Salesforce • HubSpot • TeamViewer • LogMeIn

REFERENCES

References are available on request.