

# Ruby Birch

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Fine Art student at Newcastle University with experience of working in galleries and visual merchandising, seeking a graduate role working as an exhibition designer.

## Education

### 2021 – 2025 BSc (Hons) Fine Art, Newcastle University

**Relevant modules include:** Modern and Postmodern Photography, Art Since 1945, Studio Practice, Art History Dissertation.

- Produced my own work using a range of media, including print, photography, digital media, film and installation.
- Organised and delivered final year art shows in Newcastle and London to exhibit my degree work. Promoted the shows on social media and organised tickets, press and catering. The shows received excellent feedback from visitors and an overall mark of 71%.
- Conducted in-depth visual analysis of individual works, creating detailed and reflective written essays, considering the historical, political and cultural influences of each piece.
- Researched, analysed and wrote an 8,000 word dissertation comparing and contrasting work from the twentieth century muralist movement in Mexico, achieving a mark of 70%.

### 2014 – 2021 Headley School, Gateshead

**A Levels:** Art (A) English Literature (A) Media Studies (B)

**10 GCSEs:** Grades 9-7

## Related Experience

### Sep 2024 - present Gallery Volunteer, The HarperGate Gallery, Newcastle upon Tyne

- Welcome visitors to the gallery, providing them with information about the artwork and engaging the public in discussions about the exhibitions.
- Write a monthly blog promoting new exhibitions and update social media feeds, creating and scheduling engaging posts. Proposed creating an Instagram account for The HarperGate Gallery; in only four months, it has over 550 followers and engagement across other social media platforms has since increased by 20%.
- Assist at launches by setting up exhibitions and event spaces, introducing speakers and leading guided tours.

### **May 2022 - present Freelance Wedding Photographer, Gateshead**

- Travel across the North East of England photographing weddings and engagement shoots, setting up and directing shots, communicating with and putting wedding guests at ease.
- Liaise with couples before the day discussing the style of photography and specific shots they would like for their wedding photography.
- Edit, enhance and compile images into visually pleasing wedding albums and framed prints.
- Manage all my own marketing and promotion, write blogs and features for wedding websites and create and maintain my own website.

### **Apr 2021 - May 2022 Visual Merchandiser, Fennwoods, Newcastle upon Tyne**

- Created aesthetically pleasing window and in-store displays of stock to help promote products and increase sales.
- Met with sales managers and buyers to discuss sales strategies, current trends and early sketches I designed of in-store displays and windows.
- Worked effectively as part of a team of six visual merchandisers to research, source and assemble an interactive 'Victorian Christmas in Newcastle' festive window display. Awarded first place in Fennwoods' national 'Visual Merchandising Team of the Year' competition.

### **Additional Work Experience**

#### **Aug 2020 – Apr 2021 Stockroom Assistant, Fennwoods, Newcastle upon Tyne**

- Efficiently processed stock deliveries, ensuring stock was recorded and then transferred on to the shop floor quickly to meet store targets.
- Interacted with customers whilst working on the shop floor, providing friendly and efficient service in a fast paced and busy store.
- Organised stock, ensuring it was stored safely and in the correct section. Kept the stockroom area clean, tidy and well ordered.

### **Achievements**

- Developed, organised and facilitated a series of arts-based workshops across secondary schools in the North East, promoting mental health awareness. Applied for and awarded £350 from the Student Initiative Fund to help finance the project.
- Member of the Newcastle University Theatre Society. As a member of the backstage team, plan and design sets and manage the sound and lighting for shows.
- Achieved the ncl+ award in recognition of the extracurricular activities I am involved in alongside my degree.

### **Additional Skills**

- IT - proficient in Microsoft Office, incl. Excel, PowerPoint, Word and Access, Photoshop, Mockshop, Adobe Creative Suite, Illustrator.
- Full clean driving licence.

### **Interests**

I enjoy Pilates and attend a weekly class to help improve my strength and fitness.