

Personal Profile:

I am an extremely self-motivated and hard working professional with a great passion for Graphic Design, illustration and Art in general. I'm intuitive and often teach myself new skills in a drive to further my understanding of the subjects I work with each day.

With over four years industry experience in a B2C and B2B market working for one of the largest online retailers of Mobile and Wireless devices, both in Graphic Design and Marketing, I'm particularly well suited to both offline and online retailing and advertising. I've worked on many large projects in an effort to increase traffic and sales and have knowledge of modern online Marketing tools such as Search Engine Optimisation, Google Adwords, Adsense and Analytics, Microsoft Adcenter and website optimisation techniques.

I have experience in managing projects from concept to publication and further evolving them to suit changing market conditions.

I take pride in my appearance and time management skills and find I can work equally well on my own as well as part of a team.

Career to date:

eXpansys plc

Graphic Designer and Marketing Officer

March 2005 - Present

eXpansys is the largest online retailer of Mobile Phones, Smartphone's, Ultra-Mobile PCs and Pocket PCs. During my employment here I've had the opportunity to work with several of the largest Mobile Communication brands such as HP, Nokia, Samsung and HTC.

My role as a Graphic Designer and Marketing Officer for eXpansys involved working both Online and Offline to generate traffic for the website through a variety of methods and projects, in both a B2B and B2C environment.

Responsibilities included managing projects from concept to publication then further maintaining and evolving them to suit changing market conditions. I have created a variety of promotional materials ranging from e-shots, web banners and flyers to press advertisements, catalogues and sales brochures.

I have also experience in retail packaging from concept to the final retail build. I have knowledge of modern online Marketing tools such as Search Engine Optimisation, Google Adwords, Adsense and Analytics, Microsoft Adcenter and website optimisation techniques.

eXpansys plc

Customer Returns Operative

March 2004 – March 2005

I was promoted to handle customer returns and provide a level of technical support through eXpansys' online forums and email. This post gave me an ideal opportunity to increase my knowledge of the products that eXpansys sells as I had to test and evaluate each returned unit thoroughly. It also gave me experience of dealing with customers on a one-to-one basis and explaining how to use the device they had just bought. I found this particular job fascinating and enjoyed the hands-on approach that came with it.

eXpansys plc

Warehouse Operative and Store/Collection Point Manager

March 2003 – March 2004

My first role at eXpansys included a number of tasks based around general warehouse duties such as picking, processing and packing orders. This gave me an opportunity to learn a little about the actual products eXpansys sold as well as their internal I.T systems. When eXpansys opened a small order collection point and walk in store I volunteered for the position of managing its day-to-day operation, this gave me an opportunity to learn sales techniques as well as customer service.

Self Employed

Freelance lightweight Graphic Designer

July 2001 - March 2003

Working freelance after leaving college gave me my first taster of a live brief and I became hooked from then onwards. I gained experience working for small businesses, friends and family and creating brand identities and advertising campaigns for "dummy" businesses.

Formal Education

Oldham College (2000 – 2001)

Art Foundation - Pass + Merit

Oldham Sixth Form College (1998 – 2000)

A-Levels - Art / Business Studies / Information Technology / General Studies

The Radclyffe School (1992 – 1998)

GCSE's - Maths / Science / English Literature / English Language / Art / French / Design Technology / Geography

Skill Set

Adobe Photoshop CS3

Advanced photo manipulation
Masking and Paths
Colour management
Light balance
Tone and Contrast control

Adobe InDesign CS3

Publication layout
File management
Pre-press preparation
Template creation

Adobe Illustrator CS3

Graphs and charting
Logo creation
Typography

Adobe Dreamweaver CS3

Website layout using both Tables and CSS
Intermediate CSS
Intermediate HTML
Search Engine Optimisation

Microsoft Office

Advanced knowledge of Microsoft Word
Advanced Knowledge of Microsoft Entourage/Outlook
Knowledge of Microsoft Excel

Advanced Knowledge of both Microsoft Windows and Apple OS X.

Hobbies:

I'm a very active person and enjoy keeping fit immensely; you will usually find me at the gym or partaking in other sports. I also like keeping my mind exercised as well as my body and I'm always looking to learn new things. In particular new Graphics and Art techniques where I find breaking down the method on how it's done is just as interesting as the end product itself. One other area that interests me is learning a new language that I've promised myself some time for in the near future, in particular I'd like to learn at least the basics of Mandarin Chinese.

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I'm willing to relocate for the right role and prospects.

Expected remuneration:

Marital Status: Single.