
CAREER SUMMARY

2003 – 2008 FREELANCE DESIGN & ARTWORK FOR WEB & PRINT – Cheshire

- Over 17 years experience of design and artwork for direct mail, press ads, POS and brochures, and 8 years experience designing and producing websites
- Expertise in Quark and Photoshop. Good knowledge of InDesign, Illustrator, Dreamweaver, Acrobat, MS Office
- Projects include work for: MBNA, BDHTBWA/Tequila, McCann Erickson, Creative, QED, Jo Public, Zero4 Marketing, Big Biscuit; Winston's Wish; Macmillan Cancer Relief; MG Safety Ltd; Wincle Parish; Property Sales France; Together Recruitment.

1995 – 2003 TARGET DIRECT MARKETING – Cheltenham

2002 Studio Manager / Web Developer

Responsible for contributing to the continuous development of new and existing not-for-profit and finance sector clients, with direct accountability for web development and studio management.

Main activities included:

- Producing creative artwork for print from design and copy brief
- Planning work schedules, adapting to changing priorities and client needs
- Sourcing, negotiating with and briefing external photographers, illustrators and repro houses
- Project managing assignments in close collaboration with account handling teams
- Team building and internal relationship development
- Producing costings and creative input in support of the account teams sales proposals
- Management meetings, contributing to commercial strategy, reviewing performance and formulating improvement initiatives across all business operations
- Preparation and presentation of web designs to clients at managerial and operational level
- Recruiting, coaching and providing direction to the studio team
- Appraisals linked to objective setting, training needs analysis and career planning

Main results:

- Contributed to the account team achieving sales targets
- Received very positive feedback from National Trust Legacies for their website design

1995 Studio Manager

Managed the production of artwork and visuals for the in-house account management and creative teams

Main results:

- Studio received the highest accolade from external staff reviewers
- Project managed the redesign and launch of the sister company website
- Achieved high level of expertise in Quark Xpress and Adobe Photoshop
- Computerised and resourced the studio, achieving cost, quality and output efficiencies
- Clients included: Salvation Army, Chelsea Building Society, Royal British Legion, Christian Aid, People's Dispensary for Sick Animals, RSPCA

1993 – 1995 **R S ALLIANCE INTERNATIONAL** Bristol

Apple Macintosh Department Manager

Managed the production of artwork and visuals for corporate clients' above and below the line advertising projects

Main results:

- Clients included Clarks Shoes, Müller Yogurts, Lloyds Bank and The Insurance Company
- Trained and provided support to art directors in Apple Mac computers and software
- Sourced and managed transition to Apple Mac technology with negligible disruption to client service

CAREER SUMMARY *continued*

1990 – 1993 **ADVERTISING CONTACT** Bristol

Typesetter and General Artist

1989 – 1990 **PIP PRINTING** Bristol

Designer and General Artist

1987 – 1989 **GINNY BURKE MARKETING** Bristol

Marketing Consultant

EDUCATION & TRAINING

2003 4-week intensive TESOL course – A I Regents English Language Centre, Nantwich
College of Teachers accredited

1998 – 2003 Management Development Skills Target Direct Marketing
Staff Appraisals
Macromedia Dreamweaver

1991 – 1995 City & Guilds: Business Systems Analysis Computeach International Ltd
Computer Literacy
Systems Analysis

1986 – 1987 Postgraduate Diploma in Marketing Bristol Polytechnic

1983 – 1986 BA [Hons] Industrial Design 2:2 Leeds Polytechnic

1982 – 1983 Art Foundation Certificate Manchester Polytechnic

1980 – 1982 Three A-levels Stockport Grammar School

1975 – 1980 Eight O-levels Buxton Girls' School

GENERAL

Personal Date of birth: 5th September 1963 – British
Languages Conversational French
Travel Extensively in the UK and mainland Europe
Driving Full, clean UK driving licence
Interests Skiing, tai chi, history and the history of art, painting and drawing