

*Multi-skilled Senior Creative Artworker
with over 17 years experience in the advertising
& graphic industry.*

Currently seeking new challenges.

Key skills and experience

Worked in Design Studios, DM Agencies (TTL), Advertising and SP Agencies

Extensive production skills with excellent understanding of print

Exceptionally fast and articulate

9 years Management experience

Client facing background

ISO proficient - 7 years

Extensive experience in press production

Passionate about type

Excellent retoucher

Excellent creative/production contacts

Software Skills

Quark Express (up to 6.5), Illustrator (up to CS), Photoshop (up to CS), Freehand 10, InDesign CS, ISDN, ADS, Acrobat, Word, PowerPoint, Excel, fluent in OSX.

CAREER HISTORY

FREELANCE SENIOR CREATIVE ARTWORKER / PROJECT AND/OR STUDIO MANAGER December 2004 - Present

Various Aylesworth Fleming - Bournemouth, RLA - Bournemouth,

Juice Creative - W1, London, WhiteWater Creative - Kentish Town, LightBox - EC1, London

Clients include: BMW, Oxfam, Save the Children, Volkswagen, Bryant Homes, Sunsail Worldwide

All aspects of Studio work.

SENIOR CREATIVE ARTWORKER/STUDIO MANAGER December 2003 - December 2004.

The Walker Agency Wootton Mount, Wootton Grange, Bournemouth, Dorset BH1 3PJ

Clients include: Brittany Ferries, Condor Ferries, HobbyCraft, Wood BMW and Yes Car Credit

Hands on role to develop systems for archiving, job trafficking, artwork skills, and understanding of typography and improvement of the creative product. Introduced OSX throughout, bought in a new X-raid Server with Sony StorStation backup system. Introduced archiving systems for all artwork and visuals. Also worked in tandem with London Repro Agencies regarding the massive amount of press placement the Walker Agency is involved with, and by setting up new relationships saved approx. £300,000 in repro costs across the first year alone. Reviewed all staff, with the need recognised for a 'middle ground department'. So set up a Design Department between Studio and Art Directors that both looked after fast track jobs and most importantly set up master grids, type specs to campaigns for the Studio to follow.

SENIOR CREATIVE ARTWORKER/STUDIO MANAGER

June 2000 - December 2003

RLA Old Christchurch Road, Bournemouth

Clients include: Volkswagen Commercial, Audi, Volvo and the NHS

Very much a hands on role. Working directly for the Managing Director. This was a very creative role, working within strict Client guidelines. Client facing role at all times. A small, yet immensely talented Studio. Many of the deadlines were 'tight' (being v.polite). Major Ad placement for NHS Recruitment. Below the line Volkswagen Commercial Vehicle Direct Marketing working directly with Germany. My previous experience on VW with BHWG, coupled with the 'never say can't' approach was a factor in the growth of the account by adding over £2million extra in billings. Archiving systems put in place along with processes for sending artwork to print were introduced. Major savings in authors and re-proofing as a result of FlightCheck being introduced. Looked after and maintained all Macs and the Server. Also ran an imagesetter for producing ads in-house for delivery to publication.

Various Freelance: Saatchi & Saatchi, Mechs Creative (both via Agencies)

SENIOR CREATIVE ARTWORKER/STUDIO MANAGER

Summer 1997 - February 2000

Marketing Perspectives (now Red Cell) Old Isleworth, Middlesex

Clients include: Orange, American Express, Baileys, Malibu, Tetley's Bitter, Barclays, Virgin Vie, Kingsmill, Kodak, Sky and Daewoo

A complete re-build of the existing Studio. I needed to find space, design the working areas, find the resources and oversee the complete build. 14 Mac Studio, recruited 8 full-time staff members and brought all retouching and 3d visualising work in house. Introduced all working practices – pre-production meetings, tight briefing sessions, fast-track route, and job bag/time management system. Added Press production department later, again building from nothing – recruiting staff, and installing an ISDN/ADS production line. Researched and implemented service contracts. Also built separate satellite Studio for one particular Client, all requiring electronic grids, a separate picture library plus writing guidelines for all literature.

ARTWORKER to STUDIO MANAGER

1993 - Spring 1997

BMW (now Proximity London) Hammersmith, London

Clients include: Kays DM, Alliance & Leicester, Barclaycard, Pedigree Petfoods, PG, British Telecom, Thomas Cook, Radio Times and Volkswagen

Working on a single account, Kays Catalogue. I handled all DM pieces from scamp to print. I created pitch grids for laying artwork onto. Created and maintained the Image and logo files, colour correcting all images. This was 75hr+. I ate, breathed and slept Kays DM. Worked closely with the Client to create faster ways of seeing and approving artwork designs introducing a programme called Timbuktu into the process. I moved into the main frame of the Studio once this account became too large to be handled by one person.

With the start of a new Creative Services Director I was promoted to project manager through to Studio Manager. Working under and with several different Creative Service Directors gave me a real overview into running a successful studio and maintaining profits. My team consisted of six full-time members of the Artwork team plus a reader on days and four freelance operators on nights again with a reader. Liaison between Creative, Account Handling, Production and Traffic plus keeping a smile on everyone's faces! Briefing visualising, retouching houses, press ad design and development, system up-keep, archiving and client relations. The Studio was a cost centre so estimating and budgeting of jobs was extremely important to the up keep of a Studio, which regularly turned over in excess of £150,000 a month.

ARTWORKER

1991 - 1993

Holmes-Linnette Hatton Garden, London

Clients include: IntaSun (Club 18-30), Savills, British Gas

Maintaining a balance between conventional board skills and Mac Artwork. Holmes Linnette purchased a Mac after winning a pitch on the proviso the work was supplied on disk. Handled all aspects of Studio, layout, typography, and scanning plus looked after all supplies for Studio.

JUNIOR PASTE-UP ARTIST/ARTWORKER

1988 - 1991

Pagination Clerkenwell, London