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Personal Profile

Proven specialist in FMCG, health, education and public sector marketing communications.

Positive attitude and outlook, with an unconventional approach to design, marketing & communications.

Can visualize complex projects and imagine alternative possible outcomes, mixing the creative, strategic and tactical.

Proven history of leading difficult projects to get the right result and national recognition.

Seeking a role with the space to develop, change and drive ideas.

Enjoys being thrown in the deep-end to work on measurable outcomes, comfortable with ambiguity, can work without detail and permission.

Relishes selling ideas and stories to other people to change minds.

An accomplished listener, who likes to hear other people's stories to change his own mind.

Self-motivated and obsessed with new ideas, new methods, and the power of the new marketing networks.

Keen long distance runner always looking to push further.

Key Experience And Skills

Leader of multi-agency working groups that have included NHS, West Yorkshire Police, Leeds City Council and Leeds University. Responsible for developing and delivering marketing strategies for these groups in a targeted and measurable environment.

Skilled project manager.

Experienced manager and leader of creative teams.

Developed brands and campaigns from conception to delivery, for major clients over print and web.

Experienced web front-end designer with detailed knowledge of HTML, CSS and W3C standards.

Interested in usability and accessibility issues across both print and web.

Demonstrated strong marketing communications and media planning skills.

Print buyer, managing significant budgets

Strong creative background, with the technical and managerial know-how to match. Ten years experience using graphic design applications for print and web at the highest level.

Proven experience as creative copywriter.

Education And Training

MACPEOPLE - MANCHESTER - 2007
Photoshop CS2 + Illustrator CS2 Advanced Courses

LEEDS UNIVERSITY SDDU
Introduction to Management – 2005

KEELE UNIVERSITY, STAFFORDSHIRE 1997-2000
BA Marketing and Sociology class 2:1

RUNSHAW COLLEGE, LEYLAND 1995-1997
A-Levels x 3, grades B - C

BURSCOUGH PRIORY HIGH SCHOOL, BURSCOUGH,
1990- 1995
G.C.S.E x 9, grades A* - C

Career History

Sense Internet, Leeds - Senior Creative Designer

April 2009 - Present

Leading the development of cutting edge and creative solutions for new and existing clients. As well as taking responsibility for the development of new marketing collateral for Sense. Working across print and web to improve our exposure and reputation as a creative and forward thinking agency.

The role, again has seen a mix of my creative and design skills but always with a marketing twist as I help develop strategies to raise the profile of Sense and make new business connections. The role has seen me design and lead on a variety of differing project where my mix of skills have seen me take a client facing approach to design.

For existing accounts, my role was to extend Sense's offering by suggesting new campaigns or engaging functionality that suited their brand experience online. As well as more day-to-day activities such as updates and new content. Working as part of a team on accounts such as Rizla, Warburtons, Travelodge and AMF Bowling.

Leads Design / L&K Creative, Leeds - Senior Creative Accounts Manager

July 2008 – April 2009

A position which required a high level of planning and strategy skills, across the whole marketing mix. Developing integrated and measurable campaigns over various mediums and has seen me take key responsibilities in delivering campaigns worth up to £1.5 million, for high profile clients. My experience of the creative and the strategic is well served in this environment, where people management, planning and effective communication are crucial to success.

I have allowed the agency to offer a more creative and technical edge to their accounts team with my proven delivery across print and web.

- Secured new accounts through networking and successful pitching.
- Leading role in pitch development to meet clients briefs and win new business.
- Handel and manage client accounts and campaign delivery. Considering timescale and budgets.

Leeds University Union, Leeds - Creative Communications Manager

August 2003 – July 2008

This role saw the perfect outlet for my creative approach to communications, in a targeted and accountable environment. Ensuring the successful delivery of £100K (P.A) communications budget for our various departments to a fluid and critical youth market. Managing a communications team of four, we delivered significant measurable improvements to the effectiveness of our communications. Working across web and print to deliver key marketing tools for the commercial and non-profit arms of this leading third sector organisation.

- Improved membership rating of communications from 52% approval rating in 05/06 to 78% by 2007/08
- PR and media networking skills.
- Increased unique visits to website from 12K per month 05/06 to 45k per month '08
- Developing and delivering an organisational wide marketing/communications strategy.
- Consulting clients with regards to aims and objectives, budgeting, timing issues.
- Provable evidence of delivering success and growth.
- Formulating marketing solutions across web, print and installations.
- Planning and prioritising jobs for the design and communications team on a day-to-day basis.
- Motivating and managing the team and adhering to HR procedures.
- Recruiting and selecting new team members.
- Print Buyer – including supervision of tender processing.
- Copywriting.
- Presentations to senior management and external clients at all levels.
- Account handling and client liaison skills.

OS Design, Bromsgrove - External Marketing Officer

August 2001 – May 2003

Employed by one of the UK's major free publishing company's. Liaising with existing and new clients on the development of print or web solutions to their communication issues, then working with the design team to develop a treatment for the pitch.

- Account handling.
- Print buying.
- Graphic design and brand development.

PPS, Evesham, Worcestershire - Marketing Assistant

June 2000 – July 2001

View portfolio at www.iamgaz.co.uk