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From 1st July 2007:

27 Harold View
Leeds
West Yorkshire, LS6 1PP

OBJECTIVE

To obtain a position where I can utilize my skills, creativity, ideas and intellect working with a progressive team of conceptual minds in a fun, fast-paced environment providing experience and further career opportunities.

EDUCATION

2007

i-to-i TEFL

- Qualification to “Teach English as a Foreign Language”

2001–2004

Leeds Metropolitan University, Leeds

- 2:1 - BSc Multimedia Technology

1998–2001

John Leggott College, Scunthorpe

- AS Level – Music Technology (Grade C)
- AS Level – Design And Technology (Grade C)
- AS Level – Photography (Grade C)
- A Level – Mathematics (Grade E)
- A Level – Physics (Grade D)
- A Level – Computing (Grade E)
- A Level – General Studies (Grade D)

1993–1998

High Ridge School, Scunthorpe

- Obtained 10 GCSE's (all Grade B and above)

SKILLS & CAPABILITIES

I am an **ambitious, proactive and resourceful individual** with organisational, interpersonal and communication skills proven through my work experiences. I have the capacity to undertake simultaneous projects and the ability to quickly adapt to changing priorities using my results-orientated drive and problem solving aptitude. I am confident and efficient in a fast-paced, demanding work environment both independently and as part of a team, and adept at learning new procedures and applications quickly with minimal supervision.

ADDITIONAL SKILLS & CAPABILITIES

Type: 60 wpm

Computer literate in the following software applications:

- Adobe Products: Photoshop, Illustrator, Premiere, After Effects 6
- Macromedia Products: Dreamweaver, Flash , Fireworks , Director
- Microsoft Office Products: Word, Excel, Publisher, PowerPoint, Outlook
- Discreet Products: Combustion 3
- Windows 95 / 98 / XP / Vista
- Paint Shop Pro 7
- Corel Draw
- HTML, HTML - Kit 4, XHTML
- PHP
- Cascading Style Sheets (CSS)
- FTP Software
- Audio Software: Cakewalk Sonar 3, Steinberg Cubase SX 2, Steinberg Wavelab 4.0, Native Instruments Absynth 2, Soundforge 7.0, Cool Edit Pro 2.0, Propellerheads Reason 3.0

Proficient with various office equipment such as the facsimile, photocopier and scanner

CURRENT WORK

2006 – 07 i-to-i TRAVEL (recently bought by the First Choice / TUI holiday group)
WEB DESIGN & DEVELOPMENT / EMAIL MARKETING / ADVERTISING

i-to-i is an ethical travel company specialising in conservation and volunteering holidays alongside one of the UK's leading provider of TEFL courses. I joined the company in September 2006 and my initial role put me in charge of a sizeable budget, with which to find potential online advertising space. This involved speaking to suppliers and negotiating deals. Once a deal had been negotiated, I was **responsible to design / create and supply the content** i.e. Animated GIF & Flash banners and brief copy for articles and text links, specific to the website on which they were going to be displayed.

In December 2006, I was **asked to take on additional roles** due to the breakup of a department. I became jointly responsible for the **redesign / creation and maintenance of the website:** <http://www.onlinetefl.com>, given responsibility to keep <http://www.i-to-i.com> fresh and up to date with new articles and content and **given lead in both design and copy of i-to-i's new email marketing strategy** (see screen capture at the bottom of this CV).

OnlineTEFL.com is a graphics-rich, CSS driven static website, simple and accessible incorporating numerous lead capture tools. My responsibilities included the creation of new pages / product areas and user journeys, sourcing imagery, designing relevant graphics / assets and the general maintenance of prices, details and information.

i-to-i.com is a CMS driven website, incorporating a Geo IP system, which means prices and details would change dependent on your home country. My responsibilities included writing articles for content, sourcing imagery and designing landing pages for monthly promotions.

The emails I designed and wrote copy for were sent to thousands of leads each week, turning over some of the largest revenues for the company. The emails could cover anything from factual information to special events.

My other responsibilities at i-to-i were the once-monthly promotions. This would include **designing and creating the concept of a promotion and applying this across all media** (email / banners / website landing pages) for delivery to the correct people and departments.

During my time at i-to-i I worked with a multitude of different people, be that my office colleagues, employees working in i-to-i's overseas offices or working alongside major companies such as MSN / GapYear.com / eType / Prospects and Facebook.

**2005 – ONGOING BLACK MARKET MUSIC PROMOTIONS
CO-PROMOTER / MARKETING / CONCERT REP**

I work closely with the main promoter who organizes the concerts at Joseph's Well in Leeds. I help organize the events – booking bands over the internet / maintenance of the website / ensuring all publications have up to date concert listings / making sure the concerts are fully staffed / the bands are content on the night and the stage is in good order.

FORMER WORK EXPERIENCE

**2005 Hugo Boss / Lacoste via BANC agency, Leeds
WEB & GRAPHIC DESIGN / VIRAL MARKETING / PROMOTIONS**

Given specific criteria and a project plan, I was asked to design and develop the websites for the **LACOSTE RED** and **BALDESSARINI** fragrances. This included devising features that would result in return visits to the websites. I also had to work alongside the contractors, developing content and the ways in which to deliver the information.

**2004 - 06 CRASH RECORDS, Leeds
ONLINE MARKETING MANAGER / E-COMMERCE / WEB DESIGN**

I designed and created the Crash Records online store (the first independent ticket agent to go online in Leeds), which remains hugely successful to this day.

The online store grew from strength to strength during the first 18 months, due to the many **marketing strategies** which I implemented.

This included negotiating with the advertising staff at regional and nationwide publications (including the design of ad's and logos to feature in magazines), striking deals with local/national promoters and venues to be included on all in-house promotions and devising competitions and giveaways which encourage customers to sign up to a mailing list database (currently standing at more than 10,000 addresses) which in turn allows for direct promotions to a customer's inbox.

I have also **overseen contracts** drawn between Crash Records and 7 Digital, a company which devised a digital downloads solution for independent record stores. It took months to iron out the small details, but after some negotiating, Crash now has a fully fledged digital download store.

A year after going online, I also had to deal with a rival independent store opening its doors on the Internet; this meant I had to look for angles to make us **different from our competitors**, so as to ensure our customer base remained and continued to expand.

Due to the success of the website / online store, I had to **train staff** in how to use them, so that they could help with customer queries and could maintain it after my departure.

Through a series of goals and aims set by myself I developed the Crash Online brand. The logo is marketed across the board featuring on plastic bags / stickers / e-mail newsletters / paper headers / online advertising / press and magazine adverts and of course on the shop front situated on the Headrow, Leeds.

On an average day I also enjoyed doing an hour's work behind the counter, helping and serving the general public, taking orders, and generally assisting people to find music they might like. I enjoyed the social interaction of this job.

**2002 -
ONGOING**

STUNTED RECORDS, Scunthorpe

WEB / ART / GRAPHICS / EVENTS ORGANISER / MARKETING

I have worked with Stunted Records, a small independent record label, for a number of years. My duties have involved designing and creating their website alongside creating print-ready album artwork / promotional flyers and posters for a number of their releases. This also entailed the liaison with printers.

I have also organised concerts for Stunted Records, from start to finish. This includes contacting and booking the bands, arranging the printing / distribution of tickets and promotional materials, booking the venue / PA and staff for the event and making sure on the night that everything runs in good time.

I also did nationwide flyering / marketing at the time of significant CD releases on Stunted.

2005

FULC

WEB & GRAPHICS DESIGNER (FREELANCE)

I have designed numerous websites (both HTML and Flash) for the now ceased Leeds-based rock band, FULC. I have also been responsible for designing band t-shirts / flyers / posters / album artwork (available on general release around the UK) / national advertisements (featured in Kerrang! magazine) and stage backdrops (3m by 3m designs). <http://www.fulc.co.uk> (Current promotional website)

2005

JAGERMEISTER

GRAPHICS DESIGNER (FREELANCE)

I have designed large backdrops / flyers and t-shirts for the foreign liquor known as Jagermeister. This involved technical use of Adobe Photoshop and Corel Draw.

2004 SAWMILLS RECORDING STUDIO, Golant, Cornwall
WEB & GRAPHICS DESIGNER (FREELANCE)

I re-designed the original Sawmills website, in order to create a new and fresh look, incorporating Flash MX 2004 technology and providing a new graphical user interface, including 360° panoramic photographs all of which were created using Adobe Photoshop and Illustrator. I also provided the studio with a stylized promotional DVD, using footage I had captured at the studios, which was then edited using Discreet Combustion 3 and Adobe Premier.

2001-04 POLAR BEAR RECORDS, Leeds
WEB DATABASE MAINTENANCE / MANAGER

My initial work at Polar Bear involved maintaining the shop's online database of records and CDs. This involved data entry work in Microsoft Excel. After 2 years of working there I was asked if I could manage the store, as the current manager was leaving to tour the world with the Kaiser Chiefs.

For 6 months I was key holder and managed the staff timetable, alongside buying in stock from distributors and dealers.

INTERESTS / SUPPORTING STATEMENT

I believe that over the past 9 years my work experience, voluntary experience and my general interests would make me ideal for this post.

Having been interested in computers since I was young, I have developed a great understanding of the Microsoft Office package including Outlook, Word, Excel, PowerPoint and Publisher.

Alongside this I have also reached an advanced level with Adobe and Macromedia products including Photoshop, Illustrator, Flash and Dreamweaver. Skills in these packages have been developed since I became a **sole-trader in Web Design**, which to date has earned me contracts with Hugo Boss and Lacoste. I am also extremely proficient with E-mail and the Internet; all of my previous occupations have earned me experience in these fields.

My jobs at i-to-i and Crash Records allowed me **full creative influence** on the design / creation and marketing of online materials.

My work for Hugo Boss and Lacoste introduced to me to branding and its importance, which I then put into action at Crash Records, alongside working to objectives, criteria and specifications.

From 1998 until 2005, I was in a signed band which gave me hands-on skills and **people skills** far beyond that of any of my day jobs.

The band over time released 2 albums, recorded music videos, toured Europe over a 2 month period, played over 300 gigs in a 3 year period, and featured on national music channels and publications such as Kerrang.

The band was signed to a small independent label, which meant to take it to the levels that it reached, I had to learn to work with others in the most stressful situations (be this musical differences whilst in a professional recording studio, or differing opinions whilst in a foreign country)

and to never lose my calm, consolidate and listen to each other's views and to be **self motivated** to make sure that I never let any of the group down.

Playing such a high volume of gigs meant that time keeping was of utmost importance, as was planning ahead, be it map routes, or the next marketing strategy to get the band heard and seen.

This also stemmed out of the immediate group / band, I had to go to meetings with company executives trying to achieve the best deal for the group, had to deal with venue owners and promoters who always wanted to get their value for money, and of course had to give a performance to the audience, which resulted in meeting people from different backgrounds of race, culture and religion. The band alongside my degree course at Leeds Met introduced me to and developed my confidence in various presentation methods.

I would bring **fresh and new ideas** to the School of Education. I have my finger on the pulse with current affairs, current music, current films and current ideals. I have become very politically charged over the last 3 years.

I love to travel, and try to visit new countries as and when I can. I would like to participate in some voluntary work abroad, and give something back to the world where I can.

REFERENCES

Danyl Bosomworth
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LS18 5NY
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Ian De-Whytell
Crash Records
35 The Headrow
Leeds
LS16PU
Phone: 07711681540

SAMPLE WORK

I can demonstrate a full portfolio on request; here are a few samples of some of my work from the last few years:

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