

## Creative & Strategic Designer with Business Leadership Experience

With 28 years in graphic design, branding, and marketing, I blend creativity with strategy to build compelling visual identities and customer experiences. A specialist in Adobe Photoshop and Illustrator, I've helped launch and grow businesses with smart design and brand strategy, leading by example. Passionate about efficiency and impact, I create work that stands out and delivers results and encourage the best from people around me.

## Commercial Experience

**1997 – present**

### **FREELANCE – Marketing, Online Reputation & Graphic Design**

Designed, created, managed & maintained websites and online reputation as a client and developer. I specialise in design and marketing communications for on & offline projects and consult on marketing strategy & branding.

**February 2023 – September 2024**

### **Cabra Taphouse & Wine Bar, Cheddar Gorge – Bar Manager**

Front of house and customer facing I created the personality of the bar, training staff to support my vision to reposition the bar locally to improve its appearance and reputation. I added a calendar of events, improved the offerings of the bar and managed expectations which has improved average monthly sales by more than 30% in this duration. I also carried out the weekly bookkeeping, banking, stock and staff rota duties.

**2021 – 2023**

### **Cheddar Bikes – Managing Director**

Bike hire, cycle workshop & local visitor information centre. I designed, formulated, and implemented the business practices, marketing strategy, designed and produced branding & communication from conception to becoming the No.1 ranked outdoor activity in the area for 2022 on Trip Advisor.

**2010 - 2022**

### **Extra Mile Printing Ltd – Managing Director**

Design, print & garment decoration. Supplying local businesses, trades people and clubs with branded items. Leading 6 employees to design, present and implement projects – ensuring the team worked efficiently and to budget. I took ultimate responsibility for all sectors of the business, with emphasis on design, marketing, communications, production & sales.

**2008 – 2010**

### **VIP Ski – Driver, Ski Host, Concierge & Driver.**

Premium tour operator in Val d'Isere. I worked in the logistics and management team. I hosted daily tours, events, and activities for guests throughout their week to ensure they had the best holiday.

**2001 – 2006**

### **Baird & Co Ltd – Marketing & Sales / Assistant to Managing Director.**

Bullion merchants, fabricators & the largest gold refinery in the UK. I was assistant to the Managing Director in planning new operations within the organisation. We introduced high value bullion investment products to wealthy clients ensuring a suitable customer experience and developed a range of precious metal products for the jewellery industry.

I designed and produced marketing communications, managed product launch, sales and evolution, selected and trained staff and reported progress, formulating strategies based on the conclusions.

**2000-2001**

### **Sports.com – Junior Designer.**

Website with news, retail, betting & forums – my role was to design corporate information, navigation, and promotional images for the website for national & international colleagues, clients and partners.

## Education

**Southampton 1997-2000**

BA Marketing Design

**Sidcot School 1987-1997**

A-Level Art

GNVQ Level 3 Business

### **Expert in...**

Photoshop

Illustrator

InDesign

Outlook

EposNOW

Drag & Drop Web Builders

Excel

Word

PowerPoint

Google

Wix

Shopify

Edwid

### **Experience with...**

Wordpress

Sage

Xero

Quickbooks

Facebook

Instagram

## Full Clean Driving Licence

## About me

I'm a well-travelled, sociable and considerate individual who has achieved some amazing things personally and commercially. I'm creative, driven and well connected.

I have 23 years in marketing, communications, print & digital media design and customer experiences within business. I have a great track record of customer satisfaction with a "go the extra mile attitude."

Emotionally intelligent, respectful, and engaging; I have experience of encouraging the best from people and achieving individual & team goals, with a conscientious approach.

I have a passion for people. I feel very confident making people feel at ease, welcome and engaged in new and strange environments.

In my spare time I draw, enjoy stories and listen to a lot of music; I walk with my greyhound, Elvis. I love a road trip and hope to see an incredible view with every adventure.

## In summary

**I am a creative designer with 28 years experience of designing, producing and publishing digital and print media.**

**I have established 2 small businesses from conception; leading employees to deliver a brilliant track record of customer satisfaction and profitability.**

**I have transformed an existing businesses systems, reputation and sales performance with minimal cost.**

**I have project managed B2B & B2C products and services throughout my career.**

**I thrive on building, maintaining, and engaging in relationships locally, nationally & internationally.**

**I have taken responsibility for decision making, planning, design, budgeting, marketing, sales, finance, IT & production.**

## Did you know?

We are currently travelling around the south west UK; embracing change, finding new opportunities for adventures and work projects in different communities to excite ourselves and develop our networks. We set off in June 2024 living in Cornwall, Devon, Somerset & soon... maybe further away. Although Mendip Hills will always be my home!

In 2015 we purchased a house that my wife did not like. I project managed the vision and oversaw the refurbishment. Supervising budgets, trades people and timeline to make it our home (which my wife loved!!!).

In 2006/8... I travelled through the United States, from Boston to San Francisco, 18,000km around Australia and then from Singapore to Bristol... all by land. It took 19 months.

**Find a Portfolio of Works & Achievements on  
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