

The two minute taster



A creative thinker with an inquisitive mind

A problem solver that can bring brands to life through great ideas, inspiring creative and engaging copy. I'm always ready to challenge what has come before and will add fresh thinking to create effective communications.

Team leader, team player and creative benchmarker

Be it leading a team or working alongside others such as strategists, planners, copywriters and developers, I'm passionate about championing exceptional creative across all aspects of design and media.

A whopping twenty years' experience

From blue-chip organisations to smaller businesses with more niche communication needs, I'll deliver great ideas to excite clients and engage their audiences.

Passion and know-how that spans a range of media

Digital design, branding, print, advertising and experiential – I'll happily demonstrate how creative thinking can be used effectively across all of these channels to create content and campaigns with added 'wow'.

The ten minute tour



Experience

JANUARY 2019 – PRESENT

FREELANCE

Resuming a key roll across many design and marketing agencies in Bristol, strengthening their core creative teams at a senior level with my expertise and strategic thinking. Collaborating directly with a few small business to help support their brand and marketing activity, whilst also undertaking a mentoring role in the KerningTheGap programme which helps develop female creative leadership across the UK.

APRIL 2015 – DECEMBER 2020

SENIOR DESIGNER TO ASSOCIATE CREATIVE DIRECTOR

HARTE HANKS, BRISTOL

Clients: **Texas Instruments, Shell, Worldpay, Bristol Media**

Creative lead on a number of key projects, managing the creative output of the design team and presenting to global C-Suite level clients. Significant involvement in the ideation, conception and visualisation for a number of key accounts, including Keds, Petronas and Shell. **Major achievements:** Branding, development, visualisation and implementation for Bristol Media's Vision event 2016. Concepting and branding for a Texas Instruments student engagement experiential space to be rolled out across 15 universities across Europe.

APRIL 2015 – OCTOBER 2016

FREELANCE

Worked with a number of key agencies within Bristol playing a pivotal role in supporting creative across key client accounts, such as Screwfix, Siemens and the University of South Wales.

MARCH 2006 – APRIL 2015

CREATIVE LEAD, PERFECT STORM, BRISTOL

Clients: **Sky TV, Iron Mountain, Cannon Hygiene, SMEG**

Key to the growth strategy of the agency, from the design and delivery of pitch-winning creative to the management of internal communications and new business proposal presentations. Managed junior designers, freelance designers and external suppliers. **Major achievements:** Won creative pitch for Iron Mountain.

MARCH 2005 – MARCH 2006

SENIOR DESIGNER SPIRIT IC, LONDON

Clients: **Tesco, Harvey Nichols, G Plan Furniture, Marriott**

Delivered campaign creative across a broad range of 'B2C' projects, including brand development and direct mail for brands like Tesco and the Marriott Hotel Group.

Major achievements: Led major creative pitches for G Plan Furniture, The Times and Harvey Nichols. Art directed large-scale studio and location photoshoots for Tesco and Poolia Parker Bridge Recruitment.

JULY 1999 – FEBRUARY 2005

MID-WEIGHT TO SENIOR DESIGNER

CARRDALE DESIGN, LONDON

Clients: **The Times Newspaper, Woolworths, Country Living Magazine**

Delivered briefs from concept through to print, on a diverse range of 'B2B' and 'B2C' clients. Managed some aspects of print production to ensure projects were delivered on time and to budget. **Major achievements:** Art directed a three day photo-shoot on location in Norfolk and led the creative campaign for Country Living magazine to promote their annual Christmas fair.

SEPT 1998 – JUNE 1999

JUNIOR DESIGNER

ROTADEX DESIGN AND PRINT, BIRMINGHAM

Education

1995 - 1998

BA (Hons) Graphic Design

Nottingham Trent University, Nottingham

1994 - 1995

BTEC Foundation Art & Design

University of Central England, Birmingham

1992 - 1994

A Levels (4, Grade A: Art & Design)

Cadbury Sixth Form College, Birmingham

1987 - 1992

GCSEs (9, Grade A: Art & Design)

Hillcrest School, Birmingham

Software

Adobe Creative Suite

// InDesign

// Illustrator

// Photoshop

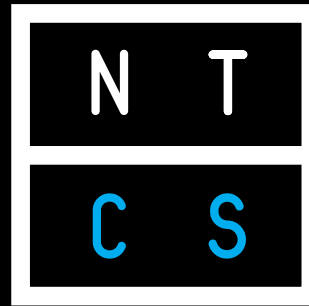
// XD

Microsoft Office

Interests

Baking, Photography, Cycling,
Food, Pilates





CREATIVE SHOWCASE

Print // Digital // Brand // Advertising // Experiential

Texas Instruments

University Innovation Engagement Campaign

- // Lead creative
- // Conceptualisation
- // Art-direction
- // Creative development

To help raise brand awareness amongst students and educators alike, Texas Instruments run an annual 'innovation challenge' within universities across Europe as part of an extended university programme.

Using stills and motion graphics, two compelling pieces of digital content were created to appeal to each audience group. The first aimed to inspire students into entering the competition whilst the second one was used by university professors to educate students about the benefits of entering.

Online content was supported with various collateral around each of the campuses, including A0 sized infographic posters.

WATCH VIDEO



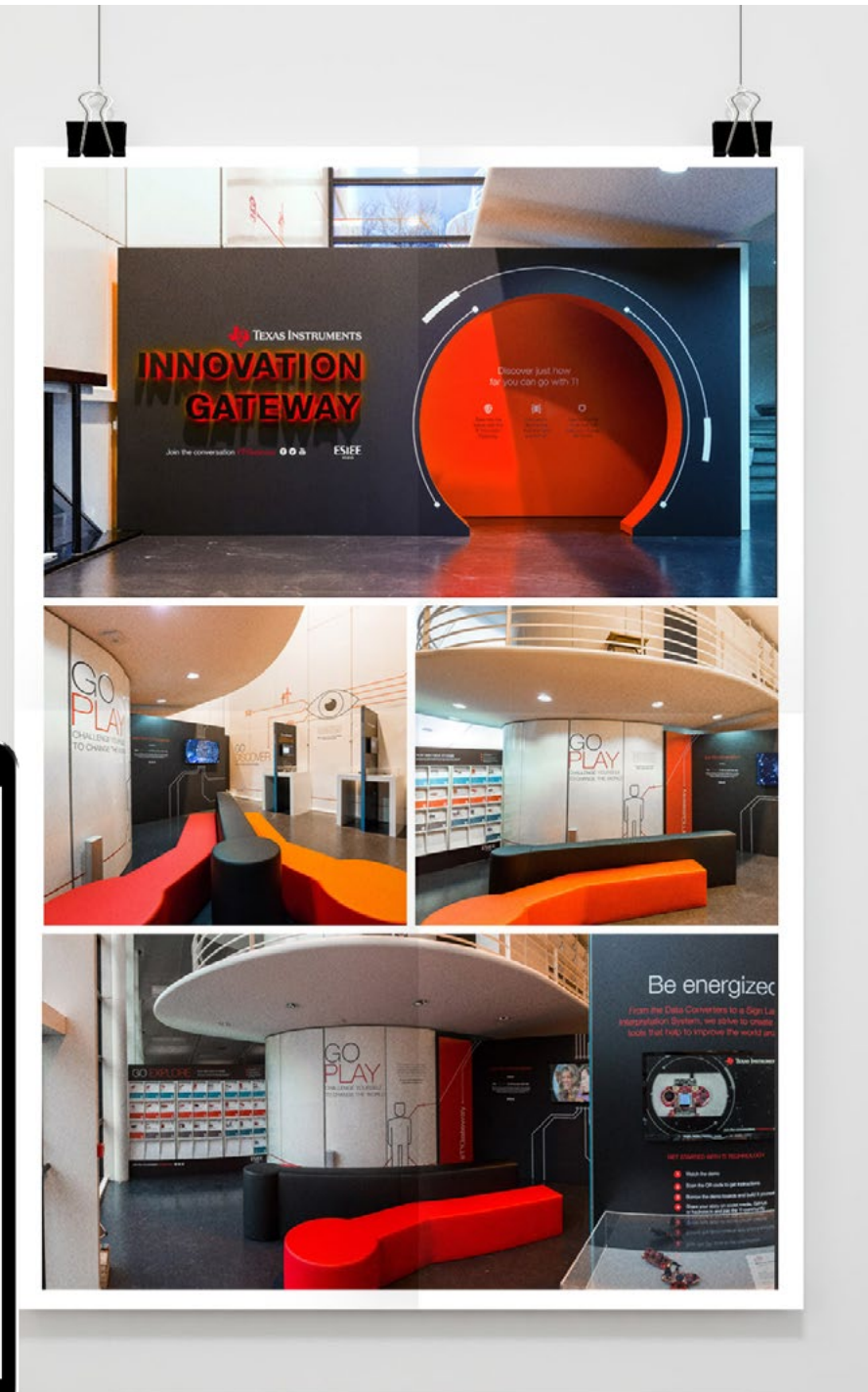
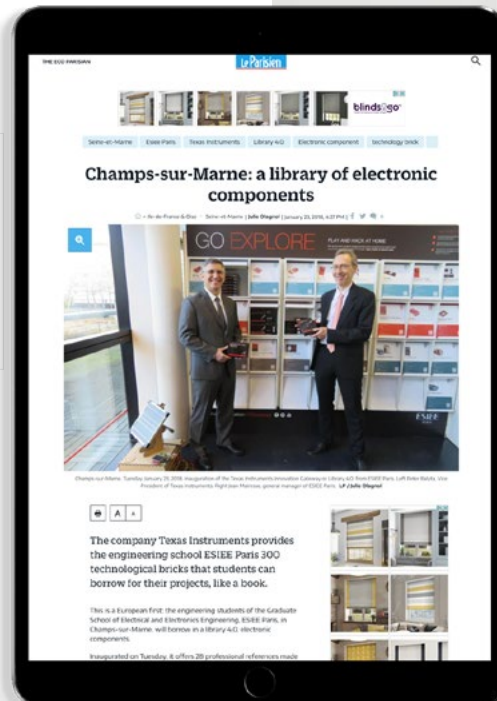
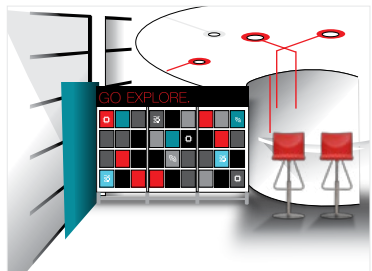
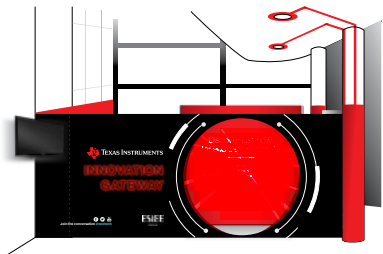
Texas Instruments

Experiential Innovation Space at ESIEE University, Paris

- // Lead creative
- // Ideation / Conceptualisation
- // Art-direction
- // Creative development
- // Strategy

Texas Instruments wanted to promote their University Programme within the European market, and had secured physical space at ESIEE, Paris – a university specialising in technology, innovation and research.

The space needed to excite and inspire, encouraging students to explore TI equipment and help them discover the endless possibilities it offers.



Future.Now

Branding Development and Activation

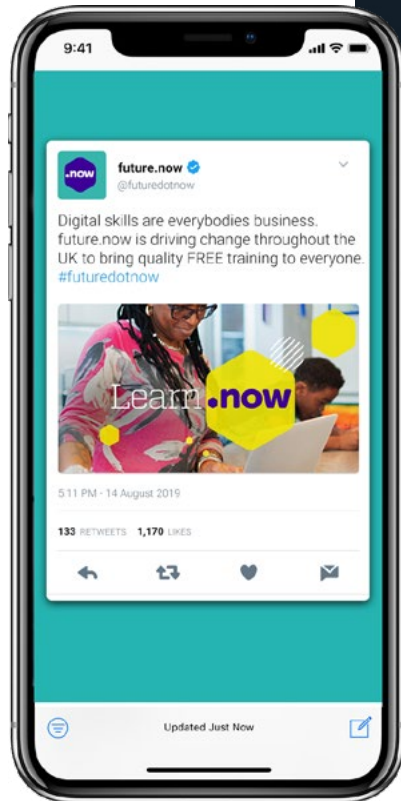
- // Lead creative
- // Concepting
- // Brand development

As part of his 12 month term in office, the Lord Mayor of London, Peter Estlin has formed a coalition amongst the top UK businesses (including banks, supermarkets and high street retailers) to help the 12 million people across the country who are digitally excluded.

Bringing this initiative to life meant creating a brand that would empower people and accelerate business across the UK. Future.Now does exactly that. It is a bold Call to Action and defines the brands mission to improve digital skills.

Modern yet adaptable, it personifies future thinking – its strength and weight demonstrating the power of the coalition.

Flexibility was at the forefront of the logo, with the 'future' element designed to adapt and take on the brand attributes of other businesses within the coalition who would be use the logo when communicating with their own employees and customers.



Our mission is to bring together organisations to motivate people and businesses across the UK to boost their digital skills to thrive in the digital age.

future.now is a call to action, bringing together business, government, charities and education providers to speed up progress on digital skills and provide everyone in the UK with the skills and motivation to be online. We need your help to deliver our mission. This is your opportunity to deliver something of real value to your organisation, upskill your workforce, and have a significant social and economic impact on the UK's digital future.

Driven by an urgency to address the UK digital skills crisis, the Rt. Hon. The Lord Mayor of the City of London, Alderman Peter Estlin, has convened future.now – a powerful coalition bringing together the most impactful players across the public and private sector alike. As a collective force, we recognise that the digital skills crisis impacts us all. Not tomorrow. But today.

The time to act is now.

The digital skills gap costs the UK economy an estimated **£63 billion annually**

In 2019, **one in three** internet users had not improved their digital skills in the past year

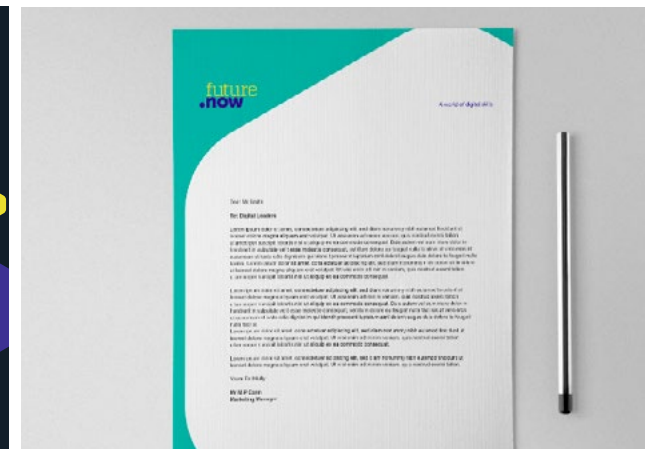
Digital skills are the only skill that will not be replaced by automation

future .now

Today, **11.9 million** adults lack the essential skills to access the internet, let alone use it to improve their lives

future .now

A world of digital skills



AXA

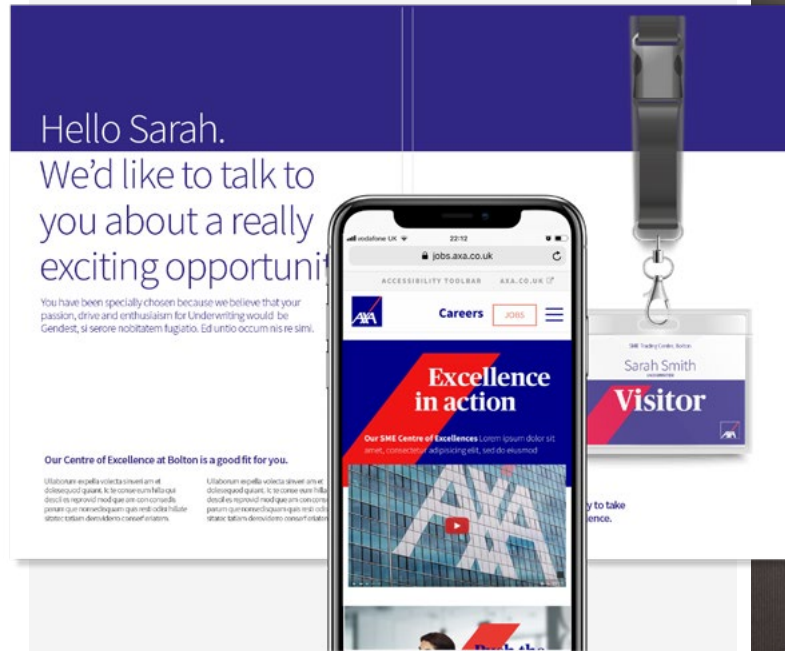
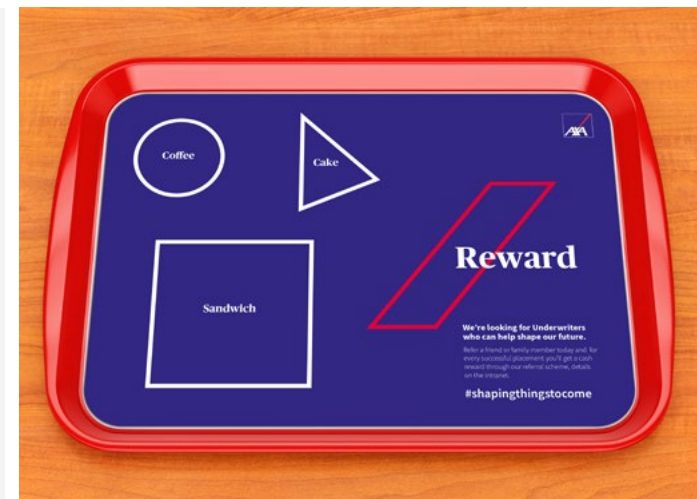
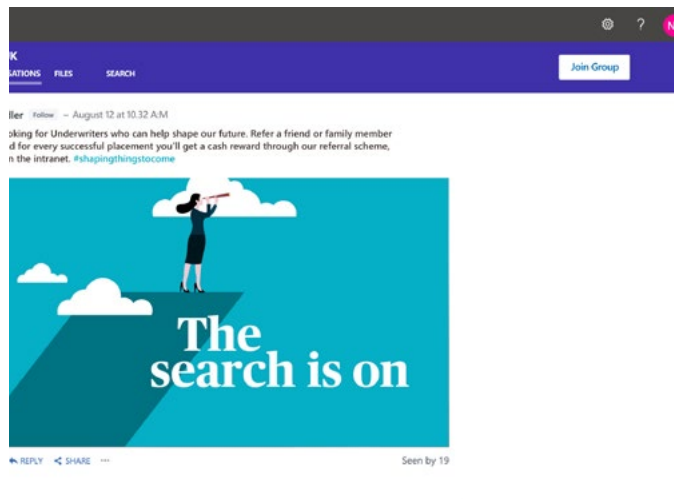
Employee Recruitment

- // Lead creative
- // Concepting
- // Brand development

The AXA Insurance Commercial business unit (selling insurance policies via brokers) was undergoing a transformation programme which meant that all existing SME Underwriting services from eight branches across the UK would be moved to two new trading centres in Ipswich and Bolton, creating a need for 20 SME Underwriters to be recruited at speed.

A campaign built upon the idea of 'The shape of things to come', helped generate excitement around the prospect of working for such a respected brand.

Using internal and external channels, tactical messaging and digital content helped generate energy and excitement around the roles at these locations. Potential candidates were also sourced through a paid talent search, meaning we could create very bespoke tactical DM pieces for each of them.



Texas Instruments

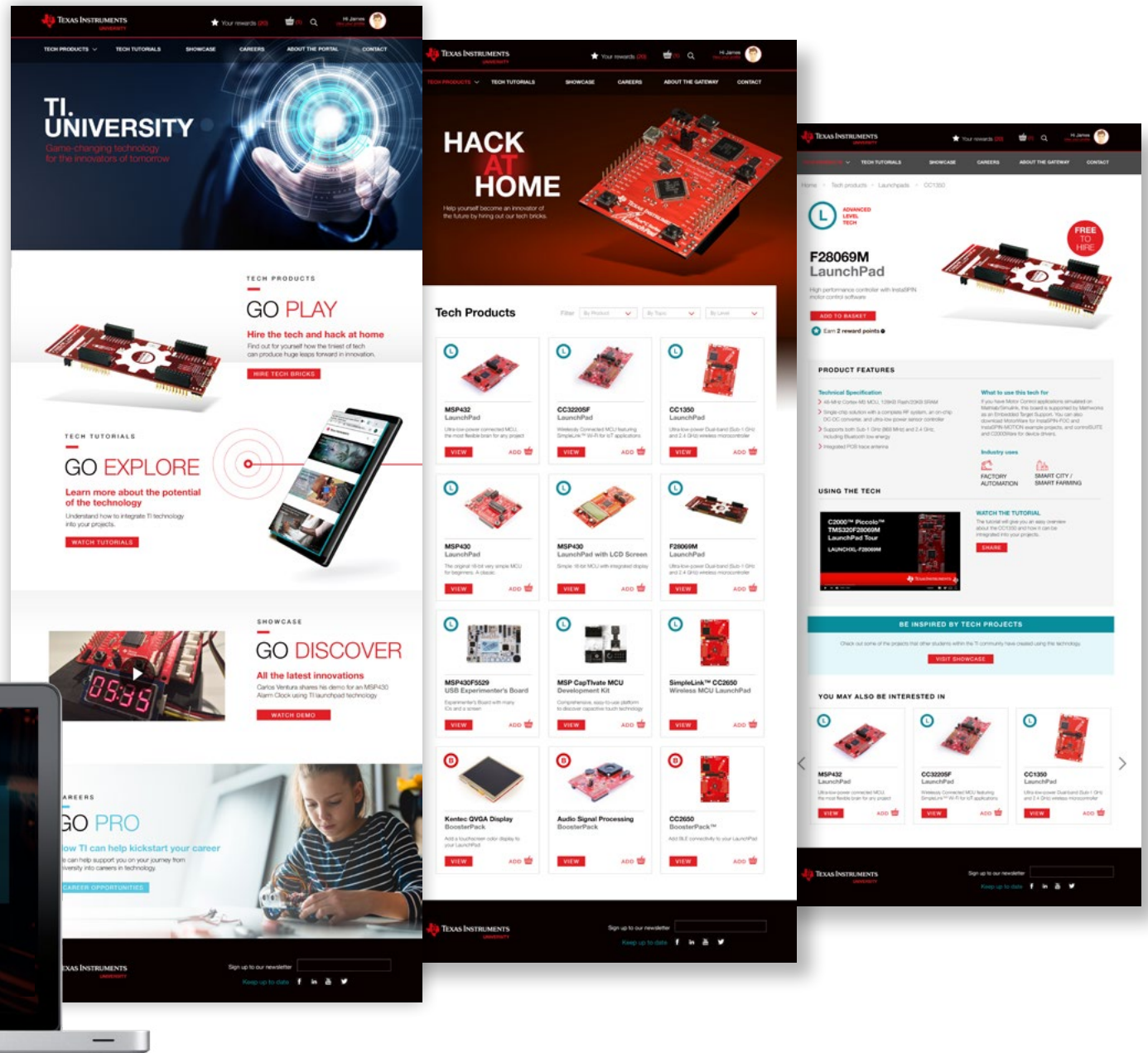
Online student 'Gateway' Portal

- // Lead creative
- // Art-direction
- // Creative development
- // UX

To maximise student engagement with their technology, Texas Instruments wanted to create an online gateway facility to help support their global University Program. The aim of this programme was to strengthen online engagement and help raise brand awareness in the 18-22 age group.

The digital gateway aimed to provide support for both students and professors alike, giving them access to key technology tools that would help support their studies. A seamless user journey provided students with the ability to browse technology bricks, hire them for free and then innovate at home with ease.

The site also aimed to help build a TI community amongst universities - helping students showcase their latest projects and professors share TI learning resources.



Shell

Microsoft Dynamics 365 - Employee Engagement Campaign

- // Lead creative
- // Ideation / Conceptualisation
- // Art-direction
- // Creative development

This was an internal comms campaign which aimed to engage and excite Shell employees globally about the launch of a new CRM platform Microsoft Dynamics 365.

We created a bespoke campaign, designing key characters using a distinct illustration style to represent Shell's business focuses. The campaign consisted of 15 emails, toolkit PDFs, a logo and video sting.

TEAM TEMPO

THE FUTURE OF CRM IS HERE

I'm super excited to announce that Dynamics 365 is now up, running and ready for you to use!

GET READY FOR A WHOLE NEW EXPERIENCE

Specifically designed to help you turn prospects into relationships thanks to more efficient marketing, here are just a few of the things it can do:

- Improved marketing campaign management** – Create, manage and nurture leads thanks to highly personalised experiences.
- Smarter decision intelligence** – Track and improve marketing performance and MROI, with tools including LinkedIn and our BI platform.
- Seamless sales alignment** – Prioritise leads, automate hand-off, and collaborate with sales teams across the entire SPANCOPI process.

ACCESS DYNAMICS 365 HERE

GET SET FOR SUCCESS

you to get as much as possible out of Dynamics 365, so I've put together a whole lot of info to help you get started.

DOWNLOAD NOW

INTRODUCING MICROSOFT DYNAMICS 365

BROUGHT TO YOU BY **TEAM TEMPO**

We're Team Tempo and we believe that the future is all about building better relationships, whether that's with team mates or customers.

THAT'S WHY WE'RE SUPER EXCITED TO ANNOUNCE THAT THE FUTURE IS COMING!

Dynamics 365 is a next generation CRM platform that helps you turn prospects into relationships, and we're here to show you everything it has to offer.

FULL SPEED AHEAD

As a team, it's Dynamics 365 that ensures we're more than just the sum of our parts, it empowers us to be champions!

Now, we're here to help you master the skills you need to become a champion too – enabling you to create better experiences for yourself, your team and your customers.

MEET THE TEAM

To do great things, you need team members that collaborate and complement each other. Ours do just that.

DRIVER 1 ISABELLA

- > Passionate
- > Energetic
- > Competitive

SPECIAL SKILL
Driving better sales with Dynamics 365

DRIVER 2 EZRA

- > Calm

REALISE THE FULL POTENTIAL OF DYNAMICS 365

Dynamics 365 is live! Now you've had a chance to use it, I just wanted to check that you have everything you need to successfully turn your prospects into relationships? Are you experiencing any issues?

PREPARE FOR SUCCESS

Just in case you need a helping hand, I've put a couple of links to some useful tools below, but let me know if there's anything else you need.

ONLINE TRAINING TOOLS

To get you off on the front foot, I've created an online portal packed with all sorts of useful videos.

EXTRA SUPPORT

If you feel like a training top up, I've also put together a simple user guide for you.

USER GUIDE

ALL SYSTEMS GO

As always, if you have any questions about Dynamics 365, don't hesitate, just ask.

EMAIL EZRA

Until the next time, keep the Tempo up!

Hello.

I'm Ezra and I am here to guide through how to get the best from Microsoft Dynamics 365.

Dynamics 365 for Marketing brings marketing-automation to markets, to help turn prospects into business relationships. The app is easy to use on desktop, works seamlessly with Dynamics 365 for Sales, and has built-in business intelligence. Use Dynamics 365 for Marketing to:

Create graphical email messages and online content to support marketing initiatives

Customizable templates for emails and landing pages help amplify your digital voice. Intuitive drag-and-drop design tools simplify content creation—from personalizing the message to setting up lead scoring.

MICROSOFT DYNAMICS 365 PORTAL TOOLKIT

Shell

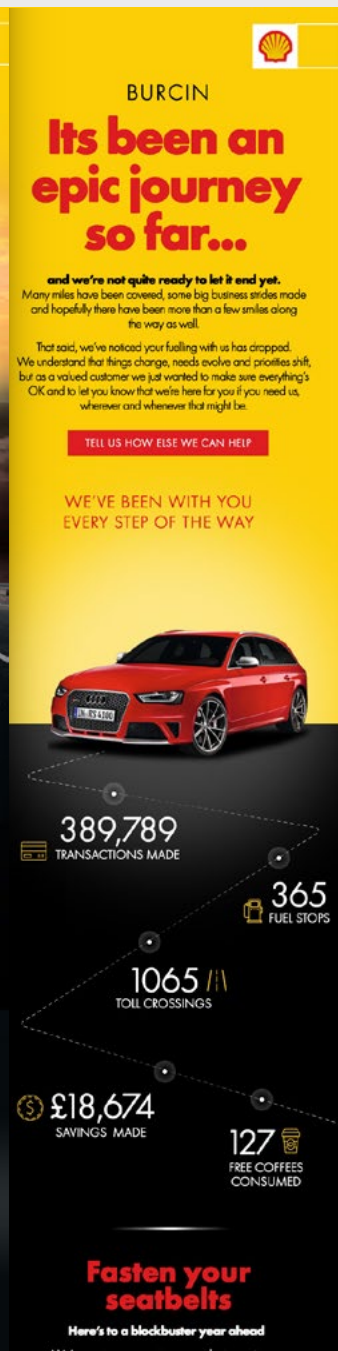
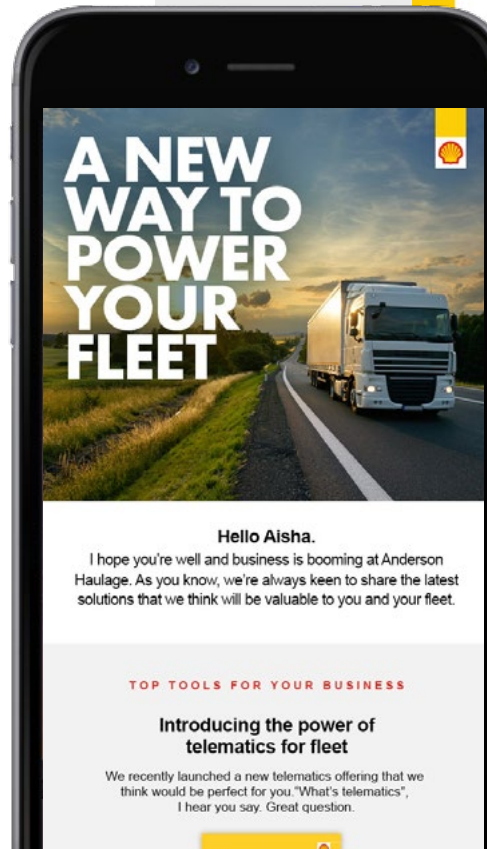
Digital Transformation Program

- // Lead creative
- // Ideation / Conceptualisation
- // Art-direction
- // Creative development

Shell offer their global Fleet customer base an online portal system called Shell Card Online (SCOL). This gives business customers access to core tools and support directly from Shell.

Historically, the way that Shell had communicated with their fuel card customers was poor. Digital touchpoints across the customer journey were disconnected and the look and feel of communications were aesthetically poor and unengaging.

We were tasked to develop a strategically led suite of communications to help drive further engagement with the portal, and help Shell Fleet Managers support their customers. It was a key objective to deliver a more personalised experience using tools such as MoveableInk, enabling real-time data share to help drive dynamic content that was unique and relevant to each customer. This would ultimately help to nurture stronger relationships and reduce the likelihood of customer churn.



ADT

DM Campaign

- // Ideation / Conceptualisation
- // Art-direction
- // Creative development

ADT had identified some challenges maintaining their market leader position in the U.S, particularly with younger generations of homeowners. Despite always being an innovator within the security sector, people had stopped associating ADT with technology.

This DM campaign aimed to reconnect them with a younger audience by demonstrating how new products and innovation could help differentiate the brand from a sea of security sameness.

The concept line 'Connected and Protected' was to be used as a campaign lock-up. However, it resonated with the client so much that consideration was given to whether it could be a message to underpin the brand on a more permanent basis.



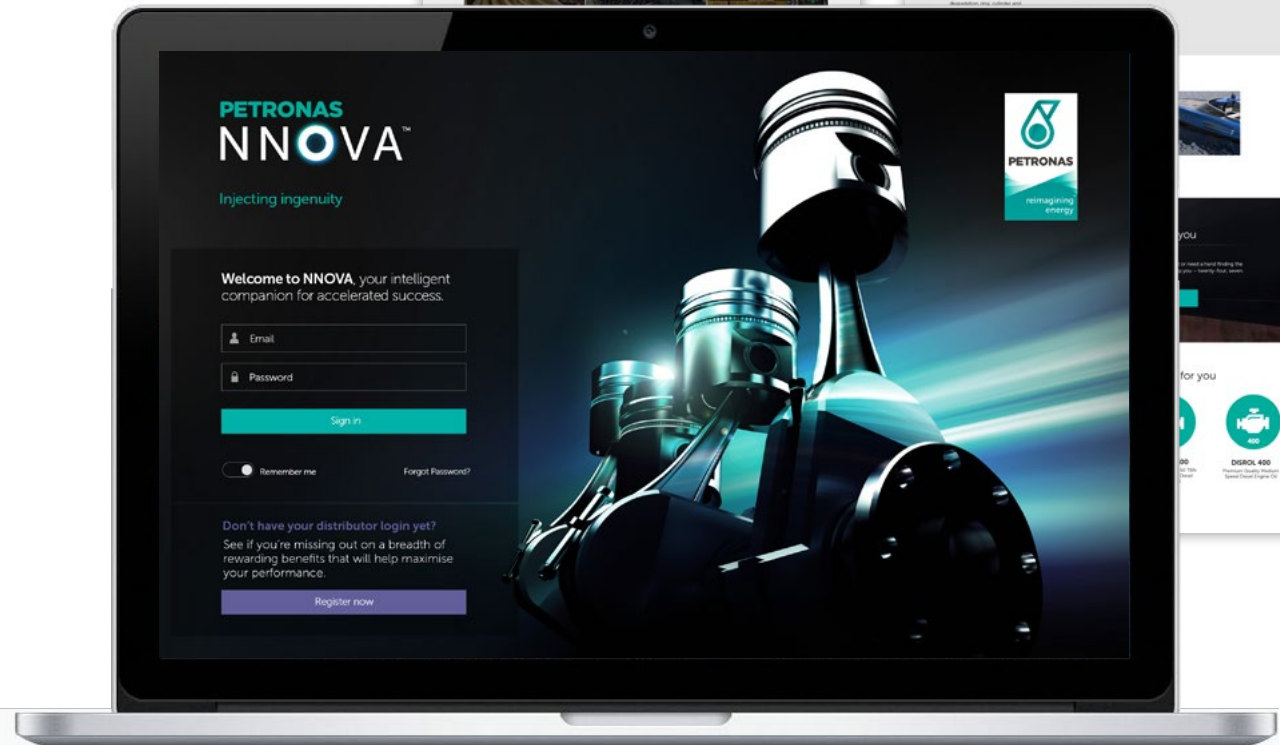
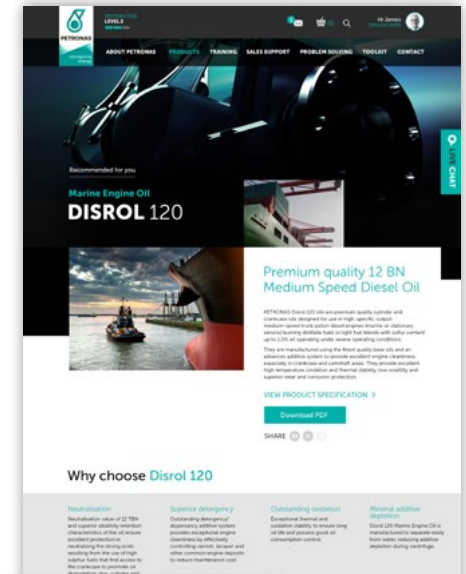
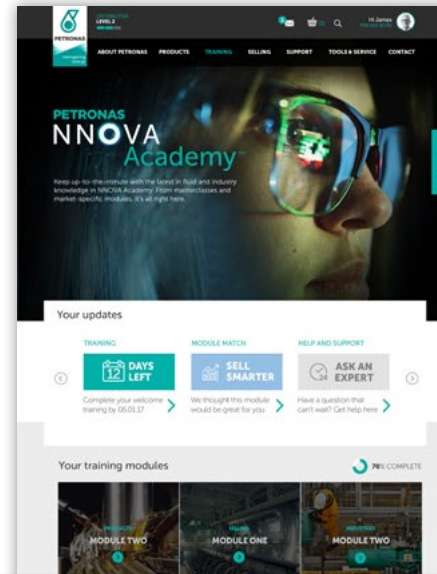
Petronas

Industrial Lubricants Portal

- // Lead creative
- // Conceptualisation
- // Art-direction
- // Creative development

Petronas were looking for a B2B channel partner to help grow their share of the industrial lubricants market across Europe. The pitch proposal was centred around the concept of an online portal, under-pinned by the theme 'injecting ingenuity'. Customers would be given a fully personalised online experience, and served content relevant to their 'tier' and industry vertical.

To create impact and cut through similar competitor platforms, thought needed to be given to branding, art direction, content creation and broader marketing communications in order to drive customers to the portal and create a seamless customer experience.



Headforwards

Employee Recruitment

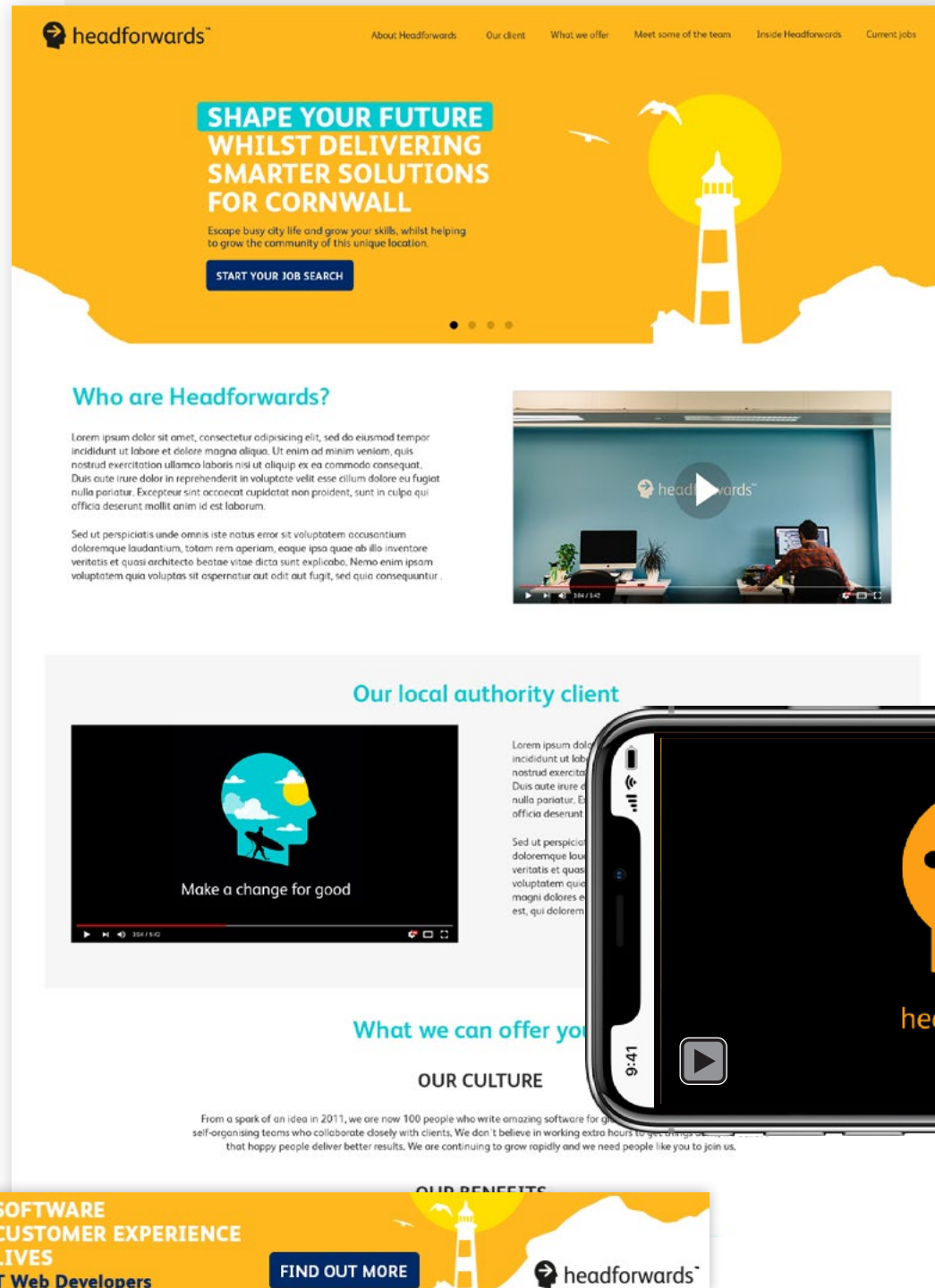
- // Lead creative
- // Concepting
- // Brand development

Headforwards is a leading software development outsourcing company, based in Cornwall. Having won a major new contract with Cornwall's Local Council, they needed to hire top IT talent with specific technical expertise.

With the IT talent pool predominately based in London and Oxfordshire, a recruitment campaign was needed to attract candidates by selling in all the benefits that came as part of a lifestyle choice to relocate. 'Making a change for good' underpinned this but also nodded towards the positive impact the role would have in shaping better local communities within Cornwall.

The visual articulation of this was key in creating a campaign that had stand-out amongst a tech audience. The campaign was rolled out across a microsite, digital advertising and an animated content piece which was shared through recruitment portals and LinkedIn.

Headforwards have now begun to roll out this look and feel across other areas of the business based on the success of this campaign.



HEALTHIER SOFTWARE
HEALTHIER CUSTOMER EXPERIENCE
HEALTHIER LIVES
Full Stack .NET Web Developers

FIND OUT MORE

headforwards™

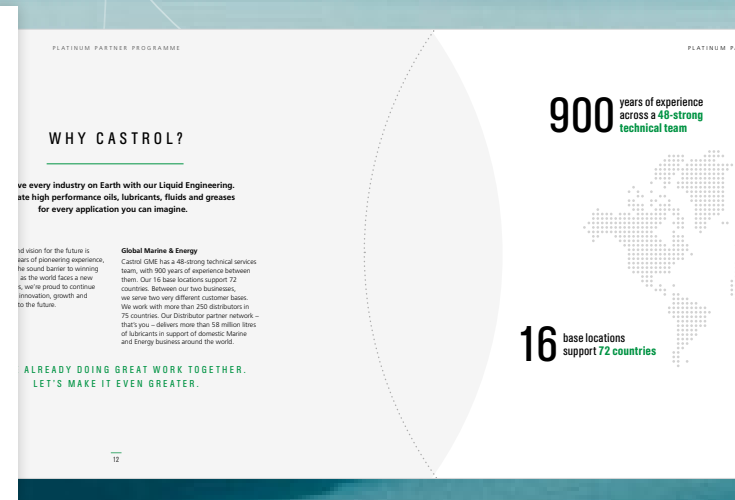
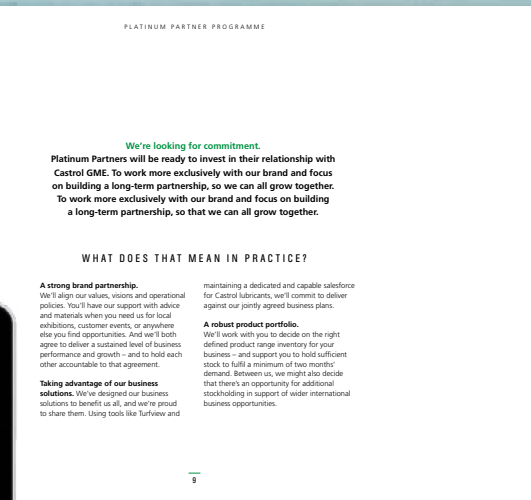
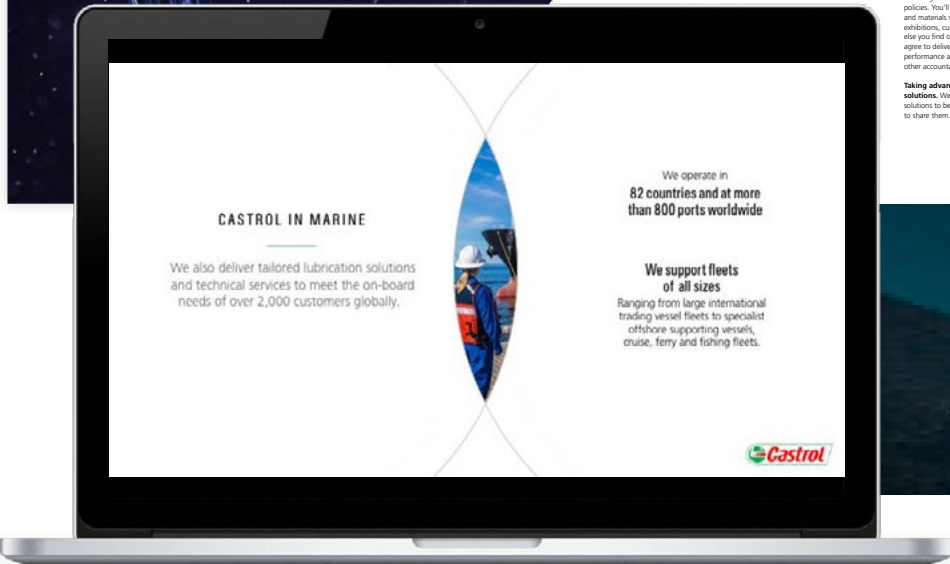
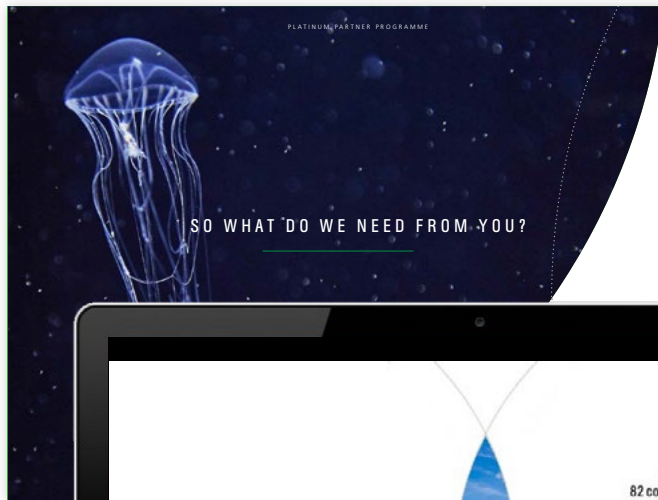
Castrol

B2B Partner Campaign

// Lead Creative

In a constantly evolving and challenging global marketplace, Castrol had identified a need to build stronger relationships with their Marine and Energy distributor network.

The Platinum Partner Programme, provided an opportunity for a select number of distributors to unlock extra benefits and become part of a unique Castrol network that would provide them with additional support and sales tools to fulfil a shared business ambition for growth.



The exclusive nature of the proposition facilitated a real departure from the green and red of the Castrol brand, paving the way for a premium look and feel which is now being used across a number of different marketing tools, on and offline.

Harte Hanks

Quarterly Thought-Leadership publication

- // Lead creative
- // Ideation / Conceptualisation
- // Art-direction
- // Creative development

In a world where we consume so much content digitally, finding ways to engage an audience is increasingly challenging. Harte Hanks Quarterly (HHQ) was an opportunity to connect with clients and C-suite level contacts away from the usual digital channels.

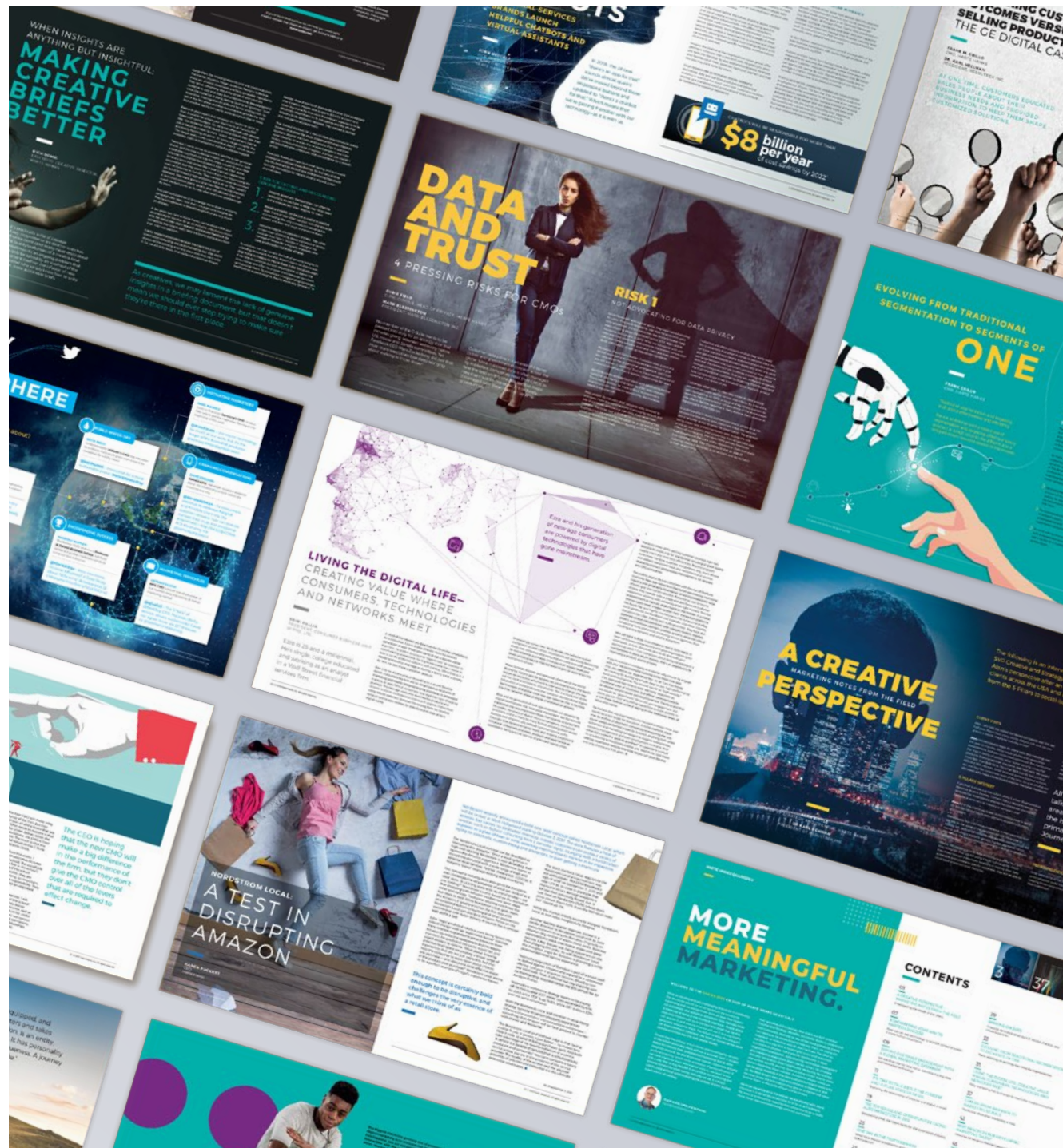
It provided a platform for us as a business to become thought leaders, promote our services and showcase some key client campaigns.

Designed to feel like a premium publication, the magazine combined key brand elements with engaging photography and illustration to help connect with the target audience.



Harte Hanks

Quarterly Thought-Leadership publication



Abbvie Pharmaceutical

IBD App Patient Tutorial

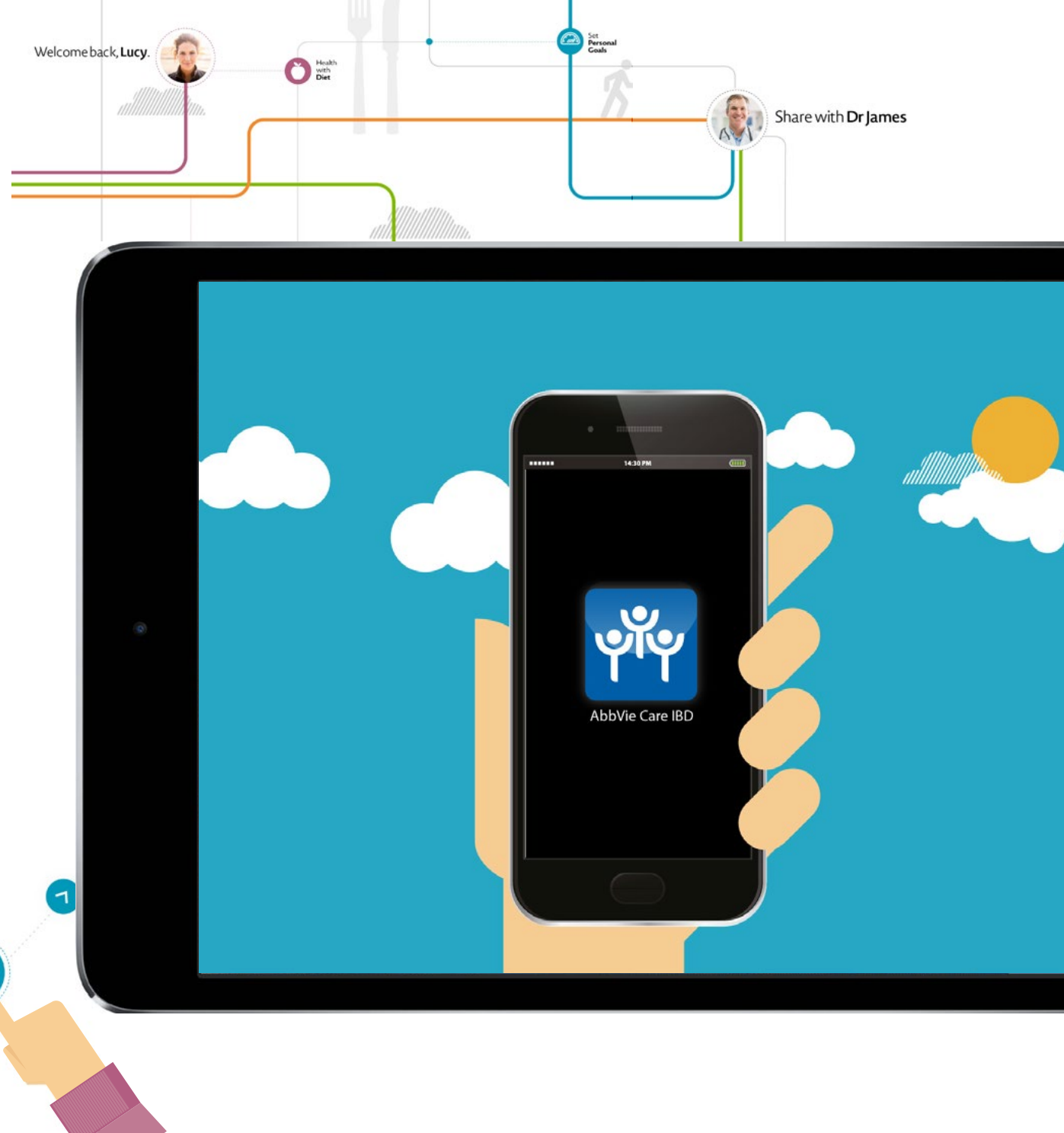
- // Lead creative
- // Conceptualisation
- // Art-direction
- // Creative development

In an attempt to provide better healthcare support for young patients suffering with IBD, AbbVie wanted a short animated video to promote the benefits of a new online app.

Designed to help overcome the day-to-day embarrassment they might experience living with the illness, the app aimed to make sharing information about their condition with healthcare providers less awkward.

The animation combines vibrant colours, contemporary illustration and cheery background music to create a piece that feels engaging and upbeat for this younger audience.

WATCH VIDEO



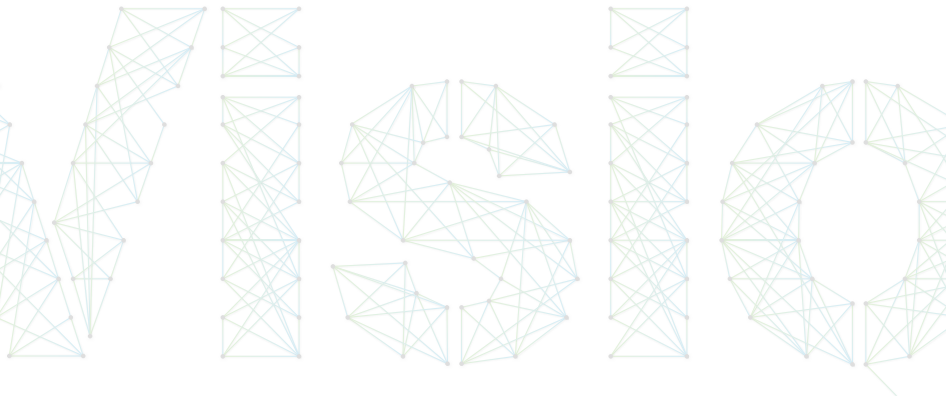
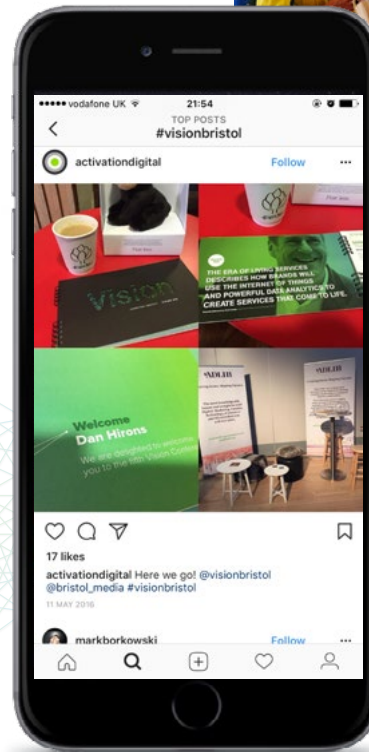
Bristol Media

Vision Event 2016

- // Lead creative
- // Conceptualisation
- // Art-direction
- // Creative development
- // Project Management

Every other year, Bristol Media hosts a creative conference event targeted at industry creatives across the south west. Once they had set the event theme, branding, supporting event communications and conference graphics needed to be rolled out.

The event identity was conceptualised and created from the theme 'Connecting Creativity', The playful logo, created from a series of complex connections, was then evolved to create an impactful brand identity which was used across all aspects of the event including print, digital and social media.



Harte Hanks

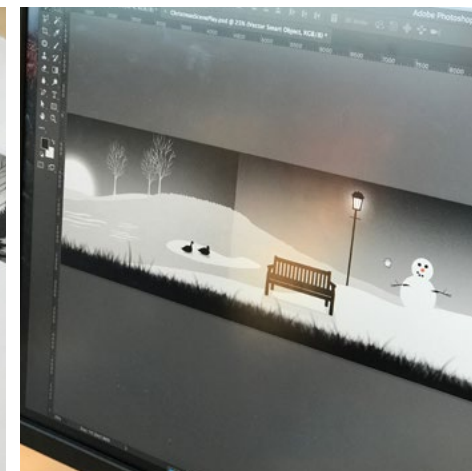
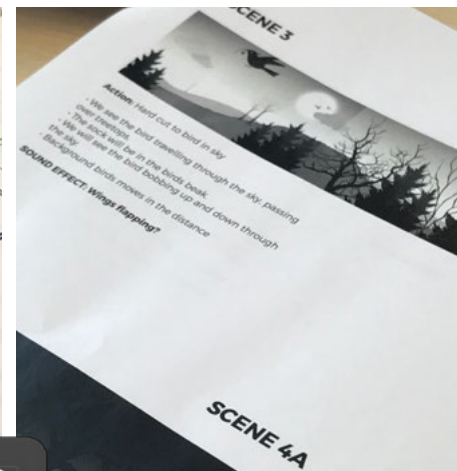
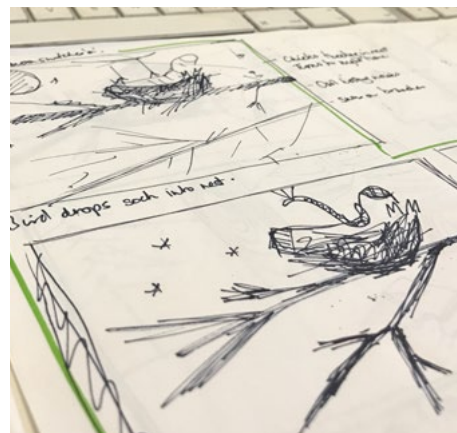
Happy Socks Christmas Campaign

- // Lead creative
- // Ideation / Conceptualisation
- // Art-direction
- // Creative development

Creating a compelling christmas campaign that engages with your clients is no easy feat at a time of year when everyone is bombarded with festive content.

Our campaign aimed to tell an emotive christmas story, but rather than focussing on the typical iconography of christmas (Santa, Angels, Crackers etc), we centred our attentions on the other festive favourite – socks! We choose to bring the nations much loved go-to gift to life by creating a heartfelt animation about the year long adventure of a sock who gets separated from its other half.

In addition to the animated short, our clients were sent a campaign email and physical DM piece which of course included a pair of 'Happy socks'.



Harte Hanks

Happy Socks Christmas Campaign

A LITTLE CHRISTMAS TREAT FOR YOU... AND YOUR FEET!

Watch, share, enjoy.
#oursockstory

HAVE A BLISSFUL BREAK
From all at HARTE HANKS



Thank you for viewing my portfolio.

