



Hello,

My name is Mark and I'm an experienced multi-discipline marketing professional with a creative design background.

My strengths are building and managing brands, digital/web/UX design, website management and journey optimisation, design for print, and managing creative teams.

I'm ambitious, hard working, innovative, and have 17 years experience in working in a wide range of busy design agency environments and in-house roles across multiple marketing channels.

I also have excellent knowledge of the print process (lithographic and digital) having spent 9 years working with on-site printing presses.

I'd love the opportunity to discuss with you what my knowledge and experience could bring to your organisation.

## My details

Name  
Mark Andrew Bird

Date of birth  
15/12/1978

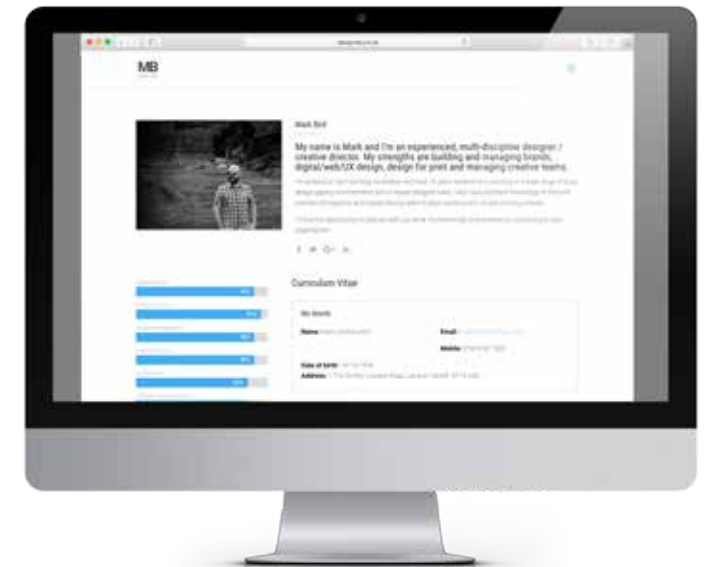
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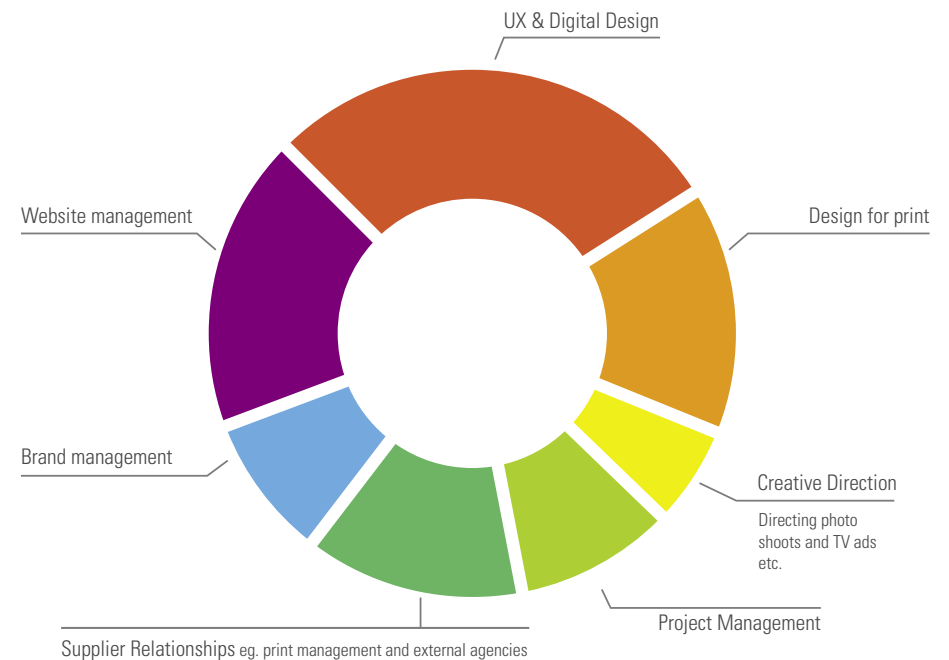
[click here to visit my online portfolio](#)



employment: March 2014 – August 2017  
Buy As You View – Graphic Designer / Marketing & Website Manager

Responsibilities:

- **Creative Direction** across the whole company including Digital, Print, Radio & TV
- **Owner of Buy As You View Brand** including creation of updated brand guidelines incorporating brand development work
- **Marketing Management**
  - the first point of contact for Marketing Team after Head of Marketing left the business (10 months)
  - responsible for all key marketing decisions, reporting directly to the Marketing Director
- **Website Management**
  - managing launch of new site including content planning and creation, copywriting, design input, and asset preparation
  - managing external agency to optimise and update existing website
  - work with external agency to plan and create SEO optimised content
  - the first point of contact for all website enquiries
  - using tools such as Google Analytics, Power Bi, heat maps and website recording to analyse and optimise the customer journey and continually monitor website performance
  - management of Trello project board to keep track of all website updates and outstanding tasks
- **Digital and UX design**
  - creation of wire frames using Adobe XD based on various analysis as mentioned above
  - creation of mock ups using Photoshop and working prototypes using InVision
  - usability testing of designs and updating them based on real user feedback
- **Project Management** – using tools such as Asana and Trello to manage projects with multiple tasks, deadlines and members
- **Responsive Email** – Designing, writing and construction of all customer facing emails
- **Asset management** – structuring, organising and archiving of all assets such as images, logos, graphics and catalogue files
- **Managing supplier relationships** – main contact with 2 external printers and digital agency
- **Tactical campaigns** – idea generation, design, planning eg. direct mail, tactical email, offers etc.
- Responsible for **100pp Main Catalogue**, tasks include:
  - project management including schedules and key dates
  - liaising with printers to organise quotes and negotiate prices
  - organisation and art direction of photo shoots
  - all design work including layout and cover ideas
  - sourcing of images both from stock libraries and directly from suppliers
  - writing and editing copy
  - directing copy writers to produce catalogue content
- Responsible for **16pp Door Drop Catalogue**, tasks as above. Print run approx. 3 million a month
- **Internal communications** (incentive schemes, training materials etc)
- **Business Stationery and Forms**



# Buy As You View Achievements



March 2014 – August 2017

Buy As You View – Graphic Designer / Marketing & Website Manager

## Achievements:

- Project managed marketing aspect of brand new site launch in just an 8 week period. This included re-writing content, creating assets for all pages, providing design guidance to external agency, managing internal resources, liaising with other departments such as IT and Legal, and overseeing all marketing related areas of the site.
- Ongoing website monitoring, analysis and optimisation to deliver UX improvements that have increased conversion rates.
- I have managed a subtle yet important brand development to update the existing Buy As You View brand to a more modern and clean design that still works alongside legacy brand items and to facilitate future brand development
- Worked within website restrictions to make major UX improvements to the legacy site. This includes improved page layouts across the site, general UX improvements and re-designed forms.
- I saved Buy As You View at least £110k in a period of 8 months through print negotiations and used print expertise to reduce costs without reduction in quality
- Worked on an external and internal “tone of voice” document which outlines what BAYV stands for, how we communicate that to our customers and what it means for all customer facing staff.

## Technical Skills:

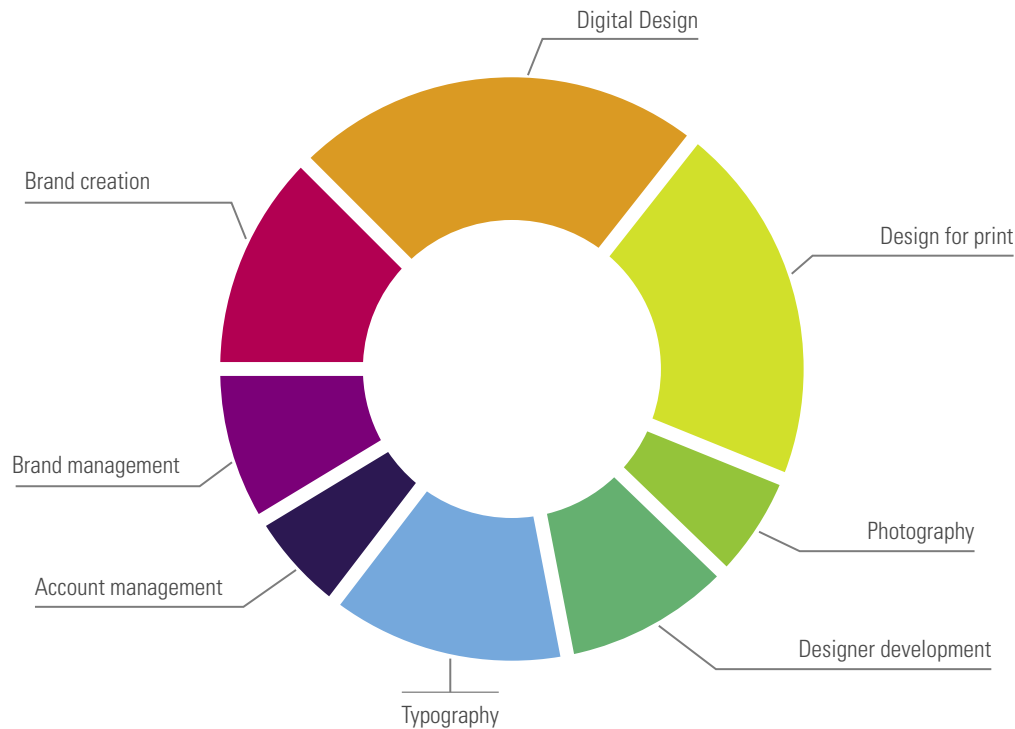
- Expert working knowledge of Creative Cloud inc. Illustrator, InDesign, Photoshop, XD, Acrobat and Dreamweaver
- Web and UX Design
- Web Development
- Web Analysis and Management
- Wireframing and Prototyping using Adobe XD and InVision
- CSS
- HTML
- SEO
- Display Advertising (using Google Web Designer)
- Print Design
- Print Management
- Copywriting
- Photography
- Email Design and Build
- Client Relationships
- Art Direction
- Creative Direction



## Employment: January 2005 – March 2014 Carrick – Creative Director

### Responsibilities:

- Provide creative input and ideas and take overall responsibility for design work (online and offline) produced in the studio.
- Design and develop digital communications (web sites, emailers, banners etc).
- Manage web design projects from the brief stage through to launch including data analysis, design, content, development and testing.
- Manage branding and print projects from brief through design, artwork and print.
- Day to day running of busy design studio responsible for 4 designers and web developers plus freelancers.
- Recruit, train, motivate and manage all designers and developers including freelancers.
- Mentor junior designers (provide guidance on design theory, best practice and design techniques).
- Establish and develop a complete in-house web design and development service.
- Attend client meetings and produce design briefs.
- Oversee jobs from initial meeting through to delivery of final product.
- First point of contact for several large customers – providing advice and support on issues such as website analysis and brand management.
- Manage brands for many customers, including creation and updating of brand guidelines.
- Research new innovations, products and techniques to keep studio at the forefront of industry advancements.
- Manage in-house digital print machines.
- Prepare, update and implement daily work schedules.
- Maintain and update the Carrick brand including the website.
- Liaise with suppliers such as external web developers, digital print engineers and IT support.



## Achievements

January 2005 – March 2014

Carrick – Creative Director

### Achievements:

- Devised and implemented new working practices to streamline design and print process.
- Successfully added digital design to Carrick's service offering through personal development, training of existing designers and recruitment of new designers and developers.
- Raised profile of Carrick as credible design studio by implementing professional working practices such as improving presentation and pitch techniques. This enabled Carrick to pitch for and win larger projects such as re-brands which in turn helped build confidence within the team.
- Mentored junior designer and built confidence in her own ability to enable her to win large design pitches with her creative work.
- Researched and then project managed successful installation of a new server system for the design studio.
- Designed and built Carrick website.
- Designed and project managed re-branding of several high profile companies including print and web design.
- Led many successful pitches – notable recent wins include ELRHA online resource, Tai Calon Housing Association branding and Welsh Athletics brand development.

### Technical Skills:

- Extensive knowledge in Adobe Creative Cloud Suite (Photoshop, InDesign, Illustrator, Acrobat etc), Quark, Extensis Suitcase, Extensis Portfolio, Microsoft Office and all general Mac OSX software.
- Good knowledge of web design and preparation of web ready graphics. Experience of developing numerous sites using CMS requiring html, CSS and javascript knowledge.
- Experience of designing, building and tracking email campaigns.
- Experienced in system setup and hardware installation.
- Artworking and prepress skills including imposition and pagination, flight checking, colour separations, spot colours, trapping etc.
- Knowledge of Windows Small Business Server, Microsoft Exchange Mail setup and general issues concerned with studio networking.
- In-depth knowledge of digital print machines such as Xerox DC-250 and Konica Minolta C5501, including general maintenance and setup as well as experience on Fiery rip software.

April 2004 – December 2004

Senior Freelance Designer

Work was mainly for Dorset County Council providing cover for their vacant Senior Designer post as well as freelance for Bournemouth based agencies, Paddi Graphics and Aylesworth Fleming. Senior responsibilities included supervising and training new staff, taking briefings and attending meetings, completing admin duties such as print orders, liaising directly with printers, clients and suppliers and generally aiding the smooth running of the studio.

August 2000 – April 2004

CPA Graphics & Design Ltd. – Graphic Designer

### Responsibilities:

Creation and management of a wide range of work from initial visual idea stage right through to print as well as taking ideas from the Creative Director requiring a knowledge of all stages of production.

### Projects:

Mainly print based work varying from single page flyers and small ads to 80 plus page catalogues, advertising hoardings and exhibition panels as well as creating and maintaining corporate identities. Some web and multi media experience in the form of interactive CD ideas and web page visuals.

### Experience:

Wide level of experience due to the nature of a small design company. Experience includes preparing art work for presentation, packaging and preparation for delivery, sourcing images and music, directing photo shoots, attending client meetings and many other tasks associated with the day to day running of the studio as well as my duties as Designer.

## Education

1997–2000

Swansea Institute of Higher Education (University of Wales)

BA (Hons) Degree in Graphic Design.

1992–1997

The Dorchester Thomas Hardy School

A Level qualifications in Design (B), Business Studies (B) and Photography (B).  
10 GCSEs at C and above.

## Personal

Having started out my career as a Graphic Designer, one of the things that I have really enjoyed over the years is continually learning new skills. For this reason, I no longer see myself as purely a designer but have gained so much experience across a range of marketing channels that I believe I can offer a rounded marketing approach that is design-centred.

One of my strengths is to quickly grasp the key points of a brief and to ask the right questions to enable design solutions to be found. I particularly enjoy the challenges of UX design to understand people's behaviour and utilise my wider marketing knowledge to optimise my design work.

I can convey even complex designs in terms that people can understand and relate to. I try not to complicate design, I believe very often the best designs are the simplest solutions to complex problems.

## interests

Design is my passion and I see it as a hobby as well as a career. I enjoy spending some of my spare time looking for new ideas and honing my skills as well as undertaking freelance projects.

I also appreciate the need to switch off and relax and spend much of my spare time with my family. I also enjoy playing and watching sports, especially football, rugby, cricket and golf although I watch a lot more than I play these days!

Outside of sport I enjoy a wide range of music and like to attend live gigs and festivals. I have also undertaken a beginner's Welsh learner course.