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Resume 2009

Marcus Brooke

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Details

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Statement

My creative strengths lie in holistic branding across all media, including brand guardian, conceptual ideas, technical team management and development, plus project management and leadership skills.

I have an excellent and highly tuned range of skills and attributes. My skills include; management of teams and individuals, communication skills, customer care, working within a team and on my own initiative, self-motivation and team motivation.

The areas I have learned about and subsequently conquered in my career include interface design, internet, print, intranet, mobile, e-commerce, interface design, kiosk/touch screen, digital signage, EPG, human cognitive thinking and solutions.

I am honest, efficient, professional, and possess integrity and reliability. I understand both the creative and technical production environments and I am hugely effective in both these areas. I continue to demonstrate all these high level of skills in my professional career and have effectively led a variety of teams and individuals, within a creative and technical environment. I am highly computer literate and proficient with CS master collection and other packages (as listed further below).

I have worked proficiently to gain substantial experience and knowledge through working with a broad range of corporate companies and clients. This experience and knowledge enables me to deal with all facets of client facing communications, customer care and account management.

I have professional, innovative and precise design skills, business acumen and people skills, making me an excellent addition to this creative company and the team. I always work hard to achieve all set goals and objectives for the clients, company and provide guidance and support for the various team members.

I very much enjoy creative thinking and the solutions that arise from this process. I am always keen to learn even more and hope to do so at your company.

Media and Design Packages

Adobe Creative Suite 3 & 4 Master Collection
Microsoft including Outlook, Word, Excel, & Project
Other code and skills include working knowledge and understanding of HTML, CSS, XML, RSS, mRSS, Silverlight, .ASP, various database driven content.

Qualifications

Diploma in Multimedia - CDS Training for Enterprise Liverpool
HND in Graphic Design - Cumbria College of Art & Design
OND in Graphic Design - Liverpool City College
1 A-level - Liverpool College
4 O-level's
2 GCSE's

Interests

Enjoying what I do, design in all its facets and disciplines, delivering great and effective creative design time after time, consistency, making the right choices.
Plus Art, Design, Reading, Writing, Socialising, Architecture, Dragon Boat racing, White-water Rafting,

Swimming, Football, Parachuting, Music, Cooking, Driving, Spanish, Beaches and Chess.

Employment History

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Date: July 09 – Present

Company: Freelance activities

Role: Creative Director / Art Director

Vision:

- To push the boundaries and continue to raise the standard of creative services within the Australian industry.
- To continue to produce holistic branding across all media, including brand guardian, conceptual ideas, technical management and development, plus project management and leadership skills.

Date: Nov 07 – June 09

Role: Senior Designer / Art Director, ABC Shop Online, Digital Content Development Team

Company: Australian Broadcasting Corporation – Australia, ABC Commercial

Clients: ABC Commercial, ABC Shop Online, including collateral for ABC channels - BBC, iTunes, MySpace, Youtube, Ebay, Vodafone, Bigpond, Countdown, MIO TV, Kiosk.

Responsibilities:

- Provide leadership, support and guidance on all design and visual aspects of the Digital Content Development Team activities specifically ABC Shop Online, ABC Content Licensing and the ABC Media Player.
- Produce and project manage creative and editorial leadership over various business areas.
- Assembly, project management and supervision of creative and technical teams.
- Provide reports and documentation about all creative activities including timelines and costs on a regular basis to ensure maximised team output, results and budgets.
- Quality control of design output and usage in its applications.
- Mentor, teach, advise and give guidance to other team members on design and its application in different business areas.
- Assist ABC Commercial in reaching its sales targets for the Digital Content Development department through the execution of online and mobile marketing campaigns and the maximisation of cross promotional opportunities.
- Work effectively with suppliers / third parties to ensure the delivery of high quality design and digital content development business areas on other environments and platforms.

Date: May 06 – Nov 07

Company: Australian Broadcasting Corporation – Australia, ABC Commercial

Role: Senior Designer / Producer, ABC Shop Online, ABC Commercial

Clients: ABC New Media & Digital Services, ABC Commercial

Responsibilities:

- Devise, plan, design, produce and maintain ABC Shop websites, making innovative and efficient use of content and resources in order to complement marketing and promotions campaigns.
- Develop design and associated technical initiatives for maximising sales and extending audience engagement across ABC Shop platforms, including video-on-demand, 3G and downloads.
- Produce IA and site plans to build websites using HTML, CSS, streaming, on-demand media, and ABC production and publishing systems.
- Provide creative and operational leadership to a small team, including briefing designers and technologists.
- Maintain high level knowledge of developments in the new media and marketing industries, including design and audience trends, production standards, emerging platforms, and cross-media content production.
- Support the ABC Shop Order Centre in the delivery of best practice retail services, through design activities.

Date: July 05 – May 06

Company: RAID Design (Now Keltec Consultancy) - UK

Role: Freelance Creative Director

Clients: Blackpool International Airport, Urban Splash, Homebuyers Network and Raid Design client base.

Responsibilities:

- Expanding Raid Architects existing services and client base.
- Focusing on the expansion of graphic and media design aspects to their business.
- Building a reliable, capable and effective design team to allow Raid to grow their design business in unison with their architectural practice.
- Establishing their new corporate branding and styleguides to place their identity at the forefront of their industry.

Employment History continued

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Date: July 04 – June 05

Company: Musgrave Design Consultancy - UK

Role: Creative Director

Clients: Beetham Organization, Toyota Europe (for Amaze Ltd), Ugogo, Urban Splash, Arts Magnet and Next Device.

Responsibilities: Generating new business contacts and leads. Managing and leading a team of designers and developers in all aspects of client's design briefs. Reporting to the owner with client updates and production details. Attending client liaisons, including Meetings and progress reports (written and verbal). Working to budget and within time restrictions.

Date: Apr 03 – June 04

Company: Nascent Form Ltd - UK

Role: Creative Director

Clients: British Council, Synergy, Keyocera, EPG (Sky), Freeserve, Business Link and United Utilities.

Responsibilities: Generating new business contacts and leads. Managing and leading a team of designers and developers in all aspects of client's design briefs. Reporting to the owner with client updates and production details. Attending client liaisons, including meetings and progress reports (written and verbal). Working to budget and within time restrictions.

Date: Mar 02 – Mar 03

Company: Media Networking Pty Ltd - Australia

Role: Creative Consultant

Clients: China Eastern Airlines, Network Brokers, Singapore Airlines, Thomson Netg, TT-Line and Universal Investment Solutions.

Responsibilities: Attending client liaisons, including initial meetings, advising clients of effective design options (particularly corporate identity, web development, multimedia and cd-rom content). Keeping clients up-to-date with progress reports (written and verbal). Working to budget and time restrictions.

Date: Apr 00 - Mar 02

Company: ACDC multimedia - Australia

Role: Multimedia Director

Clients: Australian Defence Industries (ADI) Limited, Ozview Imagecard, Kings School, Sydney Aquarium and Wonderland Sydney.

Responsibilities: Design and implementation of multimedia presentations, including costings, storyboarding, prototypes, problem solving, testing, cross-platforming, finished product and packaging. Working to tight time schedules and being cost-effective.

Date: Dec98 - Dec 99

Company: Splinter Ltd - UK

Role: Studio Manager for Award Winning Design Group

Clients: Beetham Organization, FACT, HIT & HIT conferences, Knowsley Metropolitan Borough Council, Liverpool Rope Walks Partnership, Royal Liverpool Philharmonic Society.

Responsibilities: The day-to-day running of a busy design studio, managing 14 personnel, customer care, leading team meetings. Establishing working procedures, implementing training needs, time management, health and safety at work issues, leading brainstorming sessions. Working closely with directors, marketing manager, senior designers and staff members to ensure maximum quality workload achieved. Working to deadlines, liaising with service providers, Resolving Problems & Creating Solutions and implementing team-building forums.

References

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Numerous UK and Australian references available on Request