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Resume 2010

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Statement

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My creative strengths lie in ideas - creating, developing, discussing, sharing, collaborating and delivering on ideas and their associated concepts. I am an expert 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 to date include interface design, internet, print, intranet, mobile, e-commerce, interface design, kiosk/touch screen, digital signage, EPG, moving image and production, 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 achieving desired outcomes 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 collections. I am able to quickly understand and simplify complex projects and ideas to be digestible by all.

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 where needed.

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

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Adobe Creative Suite Master Collection - particular expertise in Photoshop, Illustrator, Flash, After Effects, Dreamweaver, InDesign.

Microsoft including Outlook, Word, Excel, & Project Other code and skills include working knowledge and understanding of XHTML, CSS, XML, RSS, mRSS, Silverlight, .ASP, various database driven content.

Qualifications

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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

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Enjoying what I do, design in all its facets and disciplines, making the right choices. Art, Design, Reading, Writing, Drawing, Socialising, Tea, Architecture, Anything to do with water, Football, Music, Cooking, Driving, Spanish, Beaches and Chess. Oh and saving the world.

Employment History

Date: October 09 – Present

Company: Fresh - www.freshweb.com.au

Role: Creative Director

Clients: Surf FCS, Skins, Optus, Hills Petfit, Commonwealth Bank, Australian Defence Forces, Sola Sport, VMware, Dixons, Maquarie University Hospital, Bayer.

Stand out moment: Best Australian App winner at Cebit 2010 for Insit-UI.

Responsibilities: Create innovative, original design solutions that accurately reflect client strategies and objectives. Plan and execute unique and original interactive creative projects. Generating new business contacts and leads. Managing and leading a team of designers and associated developers in all aspects of client's design briefs. Reporting to the Managing Director 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: July 09 – October 09

Company: Freelance activities

Role: Creative Director / Art Director

Clients: Yahoo7 & personal

Responsibilities: Working with the Yahoo7 UED (User Experience Design) section, producing pitch work for Yahoo7 properties and improving existing Yahoo7 websites and promotional areas.

Date: Nov 07 – June 09

Company: ABC Commercial (Australian Broadcasting Corporation) – Australia

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

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

Stand out moment: Creatively directing the first Silverlight player in Australia.

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. Assemble, 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. 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.

Employment History continued...

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Date: May 06 – Nov 07

Company: ABC Commercial (Australian Broadcasting Corporation) – Australia
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: Freelance activities - UK & Australia
Role: Creative Director / Art 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 offerings to their clients. 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 style-guides to place their identity at the forefront of their industry.

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.

Stand out moment: Successful gorilla campaign for Ugogo.

Responsibilities: Create innovative, original design solutions that accurately reflect client strategies and objectives. Plan and execute unique and original interactive creative projects. Generating new business contacts and leads. Managing and leading a team of designers and associated 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.

Employment History continued...

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Date: Apr 03 – June 04

Company: Nascent Form Ltd - UK

Role: Creative Director

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

Stand out moment: British Council international portal launch.

Responsibilities: Create innovative, original design solutions that accurately reflect client strategies and objectives. Plan and execute unique and original interactive creative projects. Generating new business contacts and leads. Managing and leading a team of designers and associated developers in all aspects of client's design briefs. Reporting to the Managing Director 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.

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-platform development, finished product and packaging. Working to tight time schedules and being cost-effective.

Date: Dec 98 - Dec 99

Company: Splinter Ltd - UK (www.splinter.co.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.

Stand out moment: Winning best ID and best newcomer Awards.

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