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Personal Statement

I have focused and grown my career within the media industry for the past 15 years working in publishing, digital commercial sales and digital marketing. I have an extensive knowledge of both Print and Digital markets with tablet and mobile media being my core path since the birth of iPad in 2010. In this time I have become a leader in my field delivering maximum media value and ROI for my clients. I have worked with an extensive list of leading agencies, brands and direct clients all over the world, generating strong affective relationships by delivering beyond expectation. I am a loyal and hard working member of any team and business.

Connecting Luxury Group - Media Inspires: Founder and Head of Digital Business

October 2013 - June 16th 2015 (1.9 years California) www.mediainspire.me

Media Inspires is an interactive multi-media publishing company (based in California), created for luxury brand clients and commercial advertisers. In this role I won commercial partnerships with luxury brand clients to subsequently create a digital luxury publication ad network. This was then made available for global advertisers, who want to target niche markets. We provided analytics to show media value, and increased commercial demand with minimum wastage. In addition I also helped design, and develop, interactive content to increase engagement with readers.

Key achievements:

- Winning publishing contracts with Viceroy Hotel Group, Montage Hotel Group, Lamborghini, Tourbillon (Swatchgroup) and the Riviera Country Club.
- Creating and devising from inception the business plan, publishing process and and creation of the team for a new digital multi media publishing company.

Dunnhumby - In and Out of Store Propositions Director

Feb 2013 - October 2013 (9 months) www.dunnhumby.com

In this role I was responsible on delivering a digital media strategy that focuses on the customer journey. My core focus was to deliver an unrivalled benefit to the customer experience, making them loyal to the brand (and my client) Tesco. I developed existing media outputs for Tesco and integrated media solutions (with metrics support) for third party advertisers. I also delivered propositions on the latest digital marketing solutions and how to utilise these platforms to further the interaction of retail customers and grow revenue.

Key achievements:

- Proposition creator and once approved project leader to convert all static outdoor advertising sites to digital screens across all Tesco stores (including garage forecourts) across all locations in the UK.

TRVL - Advertising Director

November 2011 - Feb 2013 (2.3 Years) www.trvl.com

TRVL Magazine was the first weekly iPad publication in the app store with over 1.7 million downloads and a 5 star rating. I delivered commercial revenue on a global basis within a bespoke cloud based platform called PRSS (subsequently bought by Apple). In this position I devised the digital commercial strategy, established key relationships and delivered repeat sales on an international level. I pitched and presented worldwide to advertising agencies and clients direct, designing and presenting pitches for digital marketing campaigns.

Key achievements:

- Winning repeated global campaigns with Canon, Virgin Atlantic, British Airways, Amex and a variety of Tourism Offices, resulting in over £500,000 in to a stand alone digital iPad publication
- Setting up an additional New York sales office, training and leading a team of four sales people.

iPad Advertising Showreel: <https://vimeo.com/53519249> PASSWORD: **trvlads**

Seven Publishing - (final promoted position) Commercial Director

July 2008 - November 2011 (3.5 years) www.seven.co.uk

PROJECT was the first recognised iPad lifestyle magazine launched on November 30th 2010. A joint venture between Seven Publishing and Virgin Group. In this time I delivered 100% of all advertising revenue into a then brand new media platform that included brands such as Ford, Kronenbourg, Lexus, Armani and Tag Watches. I helped agencies with their creative executions for ad campaigns and provided analytical insight on the tablet market to agencies in the UK and USA from CEO's to Media Planners. In this time I presented over 250 pitches and help deliver one of the most successful and exciting iPad publications there has been to date.

Key achievements:

- (PROJECT Magazine) Delivering £750,000 of revenue in the first 7 months of trading a completely new concept to key international brands.
- Presented the commercial strategy to Virgin Group which contributed to winning the publishing business.
- Previous roles (Account Manager) Waterstones Books Quarterly & Heritage Today, achieving a 22% increase over planned annual advertising target.
- Delivering £1million of ad revenue through agency management and client direct pitches as a New Business Manager for the Sainsburys portfolio of magazines.
- My work being highlighted and published in a book called Branson: Behind the Mask by Tom Bower

FMS Luxury Publishing - Account Manager

June 2006 – July 2008 (2.1 years) www.fms.co.uk

In this role my clients included Triumph Motorbikes, Bentley, Aston Martin and Sunseeker Yachts. I project managed and launched Triumph Magazine and Aston Martin Magazine, completed the logistics and budgets of each issue and in addition liaised with the client to deliver their brand requirements and meet budget expectations. My remit also included ad sales across the portfolio, where I have successfully brought in new advertising revenue to each title.

Key achievements:

- Instrumental part of the team that won the pitch for Triumph Magazine
- Writing and designing an extensive publishing document for Bentley Motor Company which helped FMS retain the business and the renewing of the publishing contract

Penn Elcom - Sales Manager

September 2003 – February 2006 (2.5 years) www.penn-elcom.com

Penn Elcom is the leading production house for equipment in the American audio and arts industry. I headed up the sales and marketing division of their audio connector department.

Key achievements:

- Personally developed and managed the business from its inception to an annual turn over of \$2 million dollars a year.

IPC Media (now Time Inc) - Advertising Executive

March 2001 – August 2003 (2.5 years) www.ipcmedia.com

IPC Innovator is a central sales team for the IPC portfolio. I sold innovative and strategic solutions to clients and agencies including bound and loose inserts, gatefolds and tip-on mechanics.

Key achievements:

- Nominated for advertiser of the year (first sales executive to be nominated) and won team of the year (Innovator) for consistently hitting weekly sales targets annually. My accounts included Alliance and Leicester (direct) and the management of ad agencies such as Group M and Aegis Group.

Carat Advertising Agency - Advertising Executive

January 2000 – March 2001 (1.3 years) www.carat.co.uk

Employed as a media planner buyer to work within the national press and lifestyle magazine team. I worked on schedules for clients Beiersdorf, Abbey National (now Santander), and Hermes. I planned marketing strategies and advertising campaigns to maximise response from pre-determined audiences.

Key achievements:

- First graduate to be fully employed by Carat (not as an intern), passing the Carat exam and then managing my own accounts (News International) before being head hunted by IPC Media

Education

BA (Hons) - Media and Marketing Degree (Second Class Honors) - Staffordshire University (UK)

3 A'Levels - Kings Manor College, Shoreham By Sea, (UK)

10 GCSE's - Kings Manor, Shoreham By Sea (UK)

Key Skills

Commercial Sales and Media Partnerships - Digital and Print

Pitch and Presentation creation and delivery

Adobe Creative Cloud - Digital Publishing Suite / InDesign / Photoshop / Muse / Edge Animation Interactive

Publishing design, graphic design and creative pitching

Digital Marketing Strategy