

Award winning new media designer based in Newcastle, with more than 9 years varied experience in new media, web design, platform development, print design, graphics, audio, animation, marketing, customer support, team leading/development, content creation, project management and more.

Recent work includes a multi award winning website for Northern Film and Media (www.northeastmovies.co.uk), revamping the People's Postcode Lottery, launching a region wide campaign for SUBWAY, trend spotting and investigating how revenue can be generated from social networking websites.

Incorporating mobile technologies, podcasts, web video (xml driven media rich streaming flash applications – for Facebook etc), content for mobiles and mobile devices (PSP, Ipod, Zune) and ways to reach market/audiences direct, at a more one to one level.



Software and Skills

Photoshop (5, 6, 7, CS3/4), **Flash** (4, 5, 6, MX, 8, CS3/4), **Actionscript** (1, 2), **Dreamweaver** (MX, 8, CS3/4), **Audio** (Podcasting, recording/editing etc), **Video** (**Sony Vegas 8**, Editing and converting for web, **Quicktime**, **FLV**, **MP4**), **PHP**, **CSS**, **HTML**, **XHTML**, **Email** (Various systems/software, bulk sending, newsletters, avoiding spam filters etc), W3C Standards, Standard compliance, Javascript, Interface and Interaction Design, HCI, SEO website design, Typography Design, Mobile Development, Project Planning, Client Relations, Team management, Print design (**Quark 7**, **Illustrator CS3**, **Indesign CS3**).

Work History

SEP 2008 – OCT 2009 Drummond Central - New Media Manager

Joined Drummond Central to setup a digital arm to their business. Worked on many creative projects the most notable being SUBWAY, the Bridges Shopping Centre, Warmseal windows and _SPACE group (links below). Created, managed and updated all websites on regular basis. - Left due to down sizing.

Websites: drummondcentral.co.uk drummondigital.co.uk/dc2 subofthenorth.co.uk warmseal.co.uk arctic-online.co.uk spacelife.co.uk creating-space.co.uk premiumpeople.co.uk/contactcentre drummondigital.co.uk/blog

OCT 2007 – AUG 2008 People's Postcode Lottery (England) - New Media Designer

Introduced weekly webcast winners presentations (videos), developed an XML driven flash video player (used in Scotland and European PL websites), created and launched social media websites (all major social networks), developed, designed and sent email campaigns, developed contacts with local media (ITV local, NCJ media, Smooth/Century FM etc), copyrighting for press and web articles (inc press releases), helping set up the Scottish Postcode Lottery, liaising with the London and parent company in Amsterdam, launched a weekly press campaign in north east newspapers. Created point of sale items, leaflets, flyers, folders and posters to support sales staff. - Company relocated to Scotland.

Websites: postcodelottery.co.uk myspace.com/postcodelottery youtube.com/postcodelottery itvlocal.com/tynetees/whatson/postcodelottery.com

JUN 2006 – SEP 2007 Funkigroup - Lead Designer

Developed mobile technologies, websites and applications, spotting trends in social networking, "web2.0" and mobile services. Lead designer on northeastmovies.co.uk, funkigroup.com, funkify.tv and silverlining.gb.com. Presenting launch day with NFM, Apple UK and industry professionals. Convert and edited digital media (video, audio, flash) for, mobile phones, psp, ipod, zune and the web. Trend spotting and promotion via social networks. Writing blog and press releases. - Left at end of contract.

Websites: silverlining.gb.com northeastmovies.co.uk funkigroup.com funkimobiles.com/weebl.php funkimobiles.com funkify.tv northernmedia.org/?mod=news&pageid=38&id=61

JUL 2005 – APR 2006 Suregrave UK - Design and Marketing Manager

Updating and rebranding corporate image. Trade shows: stand design, build, management and planning before/during show. Creating companywide media, presentation, print work, adverts (national and international press), creating distributor packs, liaising with international clients, distributors and sales teams. Creating, developing and managing several websites, SEO work - bringing website hits from 50 to over 10,000 per week, with minimal investment. Planning and directing photo and video shoots. Editing video footage for web/CD/DVD. Creating E-Learning videos and 2D graphic/instructional CDs (also delivered via the web) Taking marketing for new products from concept to worldwide publications. - Left due to relocation.

Websites: surecare.com cadineducation.com dahlgren.us.com

DEC 2003 – PRESENT Markp.com - Freelancer

Working with small to medium enterprises throughout the north-east. Worked on several international projects, nationwide projects such as the Department of Trade and Industry backed KTP Project. All work can be seen on my portfolio website <http://www.markp.com>

Websites: ktpnortheast.org.uk, markp.com/demo

FEB 2005 – JUN 2005 Zoemed Healthcare - Marketing Manager

Building corporate image in aggressive market, liaising with suppliers, clients, manufactures and acting/model talent. Hosting international meetings, conferences, designing all promotional material for the company and launching its products (branding everything from print ads to promotional packs). Running, maintaining and setting up the entire design division of the company. Creating an E Shopping environment for the commercial sales side of the company, bringing its hits from 10 per month to several hundred in the first month I was there. General managerial tasks, liaising with all other levels of staff. - Company went in to administration.

Websites include: zoemedhealthcare.com, a-zoe.com

MAR 2003 – NOV 2003 Advanced Learning Tech - E-learning Designer

Rebranded company ID, redesigned company website, created, directed and delivered E Learning Flash (5/MX) content via the web/CD. Produced business cards and promotional material. All work produced to SCORM and W3C standards. - Left to return to university.

Worked on: altechweb.com and CD based e-learning material, see my portfolio website for more.

FEB 2002 – JUL 2002 Xyst Marketing LTD - New Media Designer

Working as general designer and later head designer. Making simple HTML websites, HTML/Flash/GIF/JPG Banner adverts, Interactive flash banners, Games, Viral clips, Email news letters. Developing graphical content for bet365.com – designed board advertisements which can be seen in all Premiership football grounds today. - Left when contract ended to return to university.

Worked on: bet365.com, nomorefrogs.co.uk

NOV 2001 – JAN 2002 FlexAnswer - Designer

Designed and developed website, including all flash, HTML, and images used. - Left to start University.

SEP 2001 - NOV 2001 Tisento - Designer

Designed and developed website, looping promotional animations and promotional material for trade shows. - Promoted to FlexAnswer.

AUG 1999 – SEP 2001 SoulSim - Head of Design Department

Starting as Content Provider and quickly moved to Head of Design. Redeveloped main website, incorporating Flash which read from server based Java programs. Was one of the first websites of its kind, a social networking site for teenagers! Designed print adverts for nationwide and international magazines. Designed promotional gift items. - Promoted to Tisento, company relocated to Italy.

Worked on: girland.com, soulsim.co.uk

APR 1998 – JUL 1998 City Sunderland College - Flash Designer

Helped with the college website working under two senior designers. Worked with Dreamweaver, Flash, Photoshop and Illustrator – Work Experience: citysun.ac.uk

Education

Bachelor's Degree - Sunderland University (Left in final year to start work)

A Level Film - Sunderland College

GNVQ Media Studies - Sunderland College

11 GCSEs Secondary School - Oxclose Community School

Personal Interests

Presented a weekly radio show on 102.5FM – examples at www.mashupmark.com.

Working with ISIS arts to teach flash animation to artists from the north east.

I enjoy travelling and regularly visit Europe, in the last year I have been to, Poland, France, Italy and China.