

Curriculum Vitae

Name : David Mears
Date of birth : 6th February 1970, born in the UK in Chelmsford, Essex
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Contact Details

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Profile

A capable, professional and reliable designer with a range of experience and technical expertise in web design, graphics and IT. An expert in industry software with a passion for Flash, comfortable working on PC and Mac platforms and with experience as a lecturer in ICT, graphics and media in Further Education. A designer with proven ability to create innovative, effective design solutions for web and print. Experience as a Sales and Marketing Executive with the ability to write copy, plan and implement sales promotions and a thorough understanding of a holistic approach to business marketing. A quality driven trustworthy individual with a friendly, honest nature.

Key Professional Skills

Planning, organisation and strategic development skills

- Web site architecture planning with consideration to functionality and SEO
- Effective planning of a web site's position within a marketing strategy
- Events Planning – Exhibitions and Live Music
- Design, planning and delivery of A level graphics within Braintree College to meet awarding body regulations and standards
- Design, planning and delivery of music technology, ICT, media and graphics training course modules to meet awarding body regulations and standards

Industry Specific Skills

- Flash plus ongoing study of ActionScript and OOP with inspiration from Moock, Benghal and Penner
- HTML web site creation using Dreamweaver and WC3 validation methods
- Advanced knowledge, skills and ongoing research of SEO techniques – subscriber to searchengineneews.com
- Web site hosting, setting up of email accounts, FTP client access, email filtering, WordPress activation, .htaccess and robots.txt function
- Expertise in Flash, Dreamweaver, Photoshop, Illustrator, Quark, Office (notably PowerPoint), Freehand plus Cubase & Wavelab music editing software
- Design of ad banners (swf, animated gif and jpeg) and distribution of related HTML code for inclusion on subscribed web pages
- Ecommerce and third-party payment methods
- Creation and distribution of eflyers / HTML emailers
- Ability to take design projects from brief through to completion
- Professional liaison with Clients
- Press advertising design, space purchasing and rate negotiation

- IT hardware and software support including email client configuration

Business Development Skills

- Development of business plans to meet targets
- Project pricing and profit margin calculation
- Market analysis and development of strategic marketing plans and implementation, including advertising plans
- A thorough understanding of running a business

Management Skills

- Marketing and publicity project management
- Team and Manager Management
- Events management
- Business management

Web/Flash Portfolio

Flash:

My site	:	www.davidmears.co.uk
Design & Print Centre site	:	www.dandpc.co.uk
HOGS Wine Bar Site	:	www.hogswinebar.co.uk
Market Square	:	www.marketsquarebrasserie.co.uk
Ad Banners	:	www.davidmears.co.uk/abitibi/abitibi_ad_banners.htm
Sample Ad Banner	:	www.davidmears.co.uk/performanceCars.html
Helveticon Records	:	www.davidmears.co.uk/helveticon/index2.html
JL Media	:	www.davidmears.co.uk/jlmedia/index.html

HTML:

Ebroctancarp	:	www.ebroctancarp.com
Fiona Ross	:	www.fionaross.co.uk
JPW Fencing	:	www.jpwfencing.co.uk
Millfields Cattery	:	www.millfieldscattery.co.uk

Detailed career record

November 2005 to present

Self employed designer providing the following services:

- Web site design – Flash & HTML
- Search Engine Optimisation
- Web site SEO Evaluation and analysis
- Domain name registration
- Hosting & FTP
- Email Accounts
- Eflyers / HTML emailers
- Web site maintenance
- Presentations – VCD, Flash and PowerPoint
- Marketing, design & print

Regular Clients : Fourteen including two design companies, one print company and one European to date (Spain) client all of whom have commissioned me for some or all of the above services.

September 2002

- November 2005 : Lecturer at Braintree FE College, Essex.

Graphics levels 2 and 3, media level 2, ICT 'Champion', Key Skills ICT, music technology A level, Intermediate and foundation levels and music performance

- Responsible for course design and delivery to meet awarding body regulations and standards.
- Music Technology technician, providing technical support for PC based LAN and recording equipment.
- Design and maintenance of music department Intranet
- ICT 'Champion', responsible for team training and LAN hardware and software support

Reason for change: A desire to return to 'hands on' design and to work for myself.

August 2000 –

September 2002 : Self employed IT Hardware and Software Support & Web designer

PC hardware and Software Support. Web design using Dreamweaver and Flash.

Reason for change: Relocation meant loss of client base

April 1997 –

August 2000 : Marketing Executive
Allied Mills Limited, Brentwood, Essex.

- Budgetary proposals and budgetary management
- Project planning
- Corporate style
- Digital artwork POS and literature
- Sales conference planning
- Exhibitions (UK and European)
- Sales promotion
- Press releases

Reason for change: Not enough hands-on creativity and no prospects.

4th Dec 1989 -

April 1997 : Marketing Assistant
Allied Mills Limited, Brentwood, Essex

- Graphic Design for print
- Web design
- PowerPoint presentations
- Print buying
- IT support

May 1989 -

December 1989 : Desk Top Publishing Operator/Designer
Kall Kwik Printing, Chelmsford, Essex

- Operation of Macintosh SE and customer liaison
- Purchase of design and print materials
- Shop frontage and displays.

Reason for change: To increase my income.

October 1987 -

May 1989 : Paste-up Artist
Essex County Council, Chelmsford, Essex.

- Plate making
- Operated a dark room camera
- Typesetting

Reason for change: No prospects for me.

September 1986 - : Studio Junior
September 1987 Wordbase (Typesetters) Clerkenwell Road, London EC1

- Operated a dark room camera, Typositor, Xenotron Artmaster and Itek text setters
- Mac based Desk Top Publishing

Reason for change: To further my career.

Professional Qualifications & Subscriptions

Searchengineneeds.com
Web Pro World
Advanced Photoshop
City & Guilds 7307 Stage 1 Teachers Certificate
City & Guilds 7407 Stage 3 Teachers Certificate

Secondary Education

The Sandon School, Chelmsford, Essex (1981 – 1986)

Qualifications achieved:

'O' Level: Art and English Language
CSE: Biology, Art, Maths, French and Geography

References:

David Miller, Director
Design and Print Centre, Office 7, 96 Mount Chambers, Coggeshall Road, Braintree, Essex CM7 9BY.
Telephone: 01376 343838

Mark Ramsey, Director
Paul Clark Printing, 7 Park Lane, Toppesfield, Essex CO9 4DQ.
Telephone: 01787 237801

Mike Walcsak, Director
Merlin design, Merlin House, 20 Western Rd Brentwood, Essex CM14 4SR.
Telephone: 01277 211247

Paul Keenan, Director
HOGS Wine Bar, 104a Bradford Street, Braintree, Essex CM7 9AU.
Telephone: 01376 552761