

PROFILE

Creative, dynamic, innovative and technically astute, I have over ten years' experience working in print and online media with a proven track record of taking projects from initial concept through to completion.

An effective individual and team worker, I have excellent organisational skills with the ability to manage projects, delegate, prioritise and meet objectives. I am a quick learner, able to absorb complex information and possess formidable analytical, critical thinking and problem solving skills.

My approach is ideas led, gaining insight to the requirements of each project and tailoring individual solutions with a focus on achieving results.

STRENGTHS and SKILLS

- Proven record of working with established and high profile organisations to create original promotional campaigns and communications material which reflect brand values across a range of traditional and new media formats.
- Command of current trends in design, photography, illustration, typography and colour for on and offline media.
- Ten years' experience of designing and building engaging, accessible websites with solid experience of interface design, product development, user experience (UX), strategic planning and project management.
- Record of working in communications for variety of sectors including corporate, charity, non-profit, retail, publishing, arts and entertainment, on/off-trade, commercial and lifestyle products.
- Experience of commissioning, managing and collaborating with creative staff and freelancers including designers, photographers, illustrators, filmmakers, video editors and writers.
- Direct responsibility for managing projects and budgets up to £300k.
- In-depth knowledge of design and production issues for print including publications, exhibition, direct marketing, merchandise and packaging.
- Thorough understanding of web standards and specific issues around typography, written, graphic and video content for digital platforms.
- Experience building web presence using SEO techniques, email, affiliate campaigns, social media, pay-per-click, viral and display advertising with a solid understanding of web statistics and conversion funnels.
- Entrepreneurial experience with internet and conventional start-ups.
- Careful attention to detail coupled with expansive creative vision.
- Excellent draughtsmanship and writing skills. Aussi, je peut parler Français.

COMPUTING

I am exceptionally computer literate with hands-on experience of a wide array of software, hardware, tools, technologies and a strong understanding of coding and databases, content management systems, shopping carts, bulk email, website analytics and optimisation tools.

	/10		/10
Photoshop	9	Dreamweaver	7
Illustrator	9	Flash	8
InDesign	9	ImageReady	8
Fireworks	9	HTML	8
Quark XPress	8	CSS	8
Macintosh	9	Windows PC	7

CONTACT

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TESTIMONIALS

'Talia is a great marketeer'

Simon Shaps, former Head of Television at ITV, current Chairman and investor at MercuryMedia

'Talia brings insight and creativity to projects, combined with a strong work ethic. She is a reliable asset to any team.'

Ben Wardle, Managing Director at Net Efficiency

'There is no question that Talia is very hardworking, talented and knowledgeable. She is very good at understanding client needs and delivering cutting edge solutions within the confines of the brief. I would not hesitate to work with Talia again.'

Mar Warrender, former VP – International eServices at beenz.com

CLIENTS INCLUDE

Arts Council England

Autoglass

Brook

Calmia

Channel4

Guide Dogs for the Blind

Liberty

MercuryMedia / joiningthedocs.tv

National Year of Reading

Red Bull

Sabai

Shoben Fashion Media

St Johns Ambulance

The Princes' Trust

UK Skills

uSwitch

Writers' Guild of Great Britain

EMPLOYMENT HISTORY

MercuryMedia, London
Head of Marketing, acting CTO

February 2009 – January 2010
Contract

As part of the senior management team at this small documentary film distribution company, I was tasked with developing their online sales initiative, joiningthedocs.tv. In addition to creating materials for the traditional (B2B) business, I seized the initiative to develop a viable proposition for a commercial video-on-demand service, selling films to a worldwide audience (B2C) via streaming on the internet. This has created an opportunity to expand the company into a new and growing sector, attracting the attention of the BBC, telegraph.co.uk and others within the industry.

- Formulated digital marketing strategy for a video-on-demand platform including functional specifications, budget forecasting and project outlines.
- Updated branding across existing websites, as well as implementing new blog, bulk email system and print materials.
- Identified target markets, developing service propositions and cross-platform campaigns for the specified market segments.
- Wrote EU MEDIA fund grant application for 2010, winning €250,000.
- Delivered presentations to investors alongside CEO, raising £100,000.
- Managed delivery of online videotheque for major UK documentary film festival, including interface design, project planning, workflow management, liaison with clients, filmmakers and suppliers.
- Represented Mercury/joiningthedocs.tv to senior broadcast and film industry figures in private meetings and at film festivals, conferences and events.
- Researched, initiated and maintained relationships with external suppliers.
- Lead marketing and PR team through creation and initiation of partnership and affiliate programme.
- Recruited and line-managed staff and interns' work on blogs, bulk email, websites and campaigns.

Net Efficiency / Edition, London
Designer, developer, project manager

May 2002 – November 2008
Permanent / freelance

Joining as a mid-weight designer, my responsibilities expanded to include a wide range of activities at this cross-disciplinary agency. As part of a small team, duties were extraordinarily varied, encompassing design, branding, image research, concept development, storyboards, coding, copy-writing, sub-editing, strategic planning, project management, supplier procurement and business development. Working on accounts for high profile organisations meant that work had to be completed to the highest standard – on time and on budget.

- Originated concepts, created and delivered presentations to new and existing business, winning pitches for clients including Arts Council England, Autoglass, The Princes' Trust, UK Skills, Red Bull and others.
- Developed brand identities and style guides for clients such as Autoglass, Red Bull, Calmia, The Princes' Trust, UK Skills and others.
- Worked individually and within a team to complete websites and interactive projects for a range of commercial and non-profit clients including Arts Council England, Autoglass, National Year of Reading, Guide Dogs, Calmia, Channel4 and the Writers' Guild of Great Britain.
- Produced and managed delivery of a range of print for publications, exhibitions, packaging, merchandise and other promotions including design, layout, copy-writing and sourcing imagery for clients such as The Princes' Trust, Red Bull, Liberty, Brook, St Johns Ambulance and others.

REFEREES

Recent post reference available upon request.

Ben Wardle

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Linda Quinn

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INTERESTS

I have a wide range of interests and hobbies which include sport, cultural pursuits and artistic endeavours. I regularly ride my bicycle and I am active in my local cycling campaign organisation. I'm also an avid skier, am learning golf and recently took my first weekend of sailing lessons. I'm a frequent visitor to the cinema, the theatre and enjoy live music – both new and classical (I'm lucky to have a friend who occasionally gives me free tickets to LSO at the Barbican, where I'm a member). I read voraciously and am a member of a fabulous book club. I also enjoy knitting, sewing and drawing on a regular basis.

VISA

I am a Canadian citizen and I have a UK visa (Indefinite Leave to Remain) which entitles me to live and work here.

EMPLOYMENT HISTORY

continued

keen.com, London October 2001 – March 2002
Designer, developer Contract

- Designed and produced a series of targeted HTML emails for use in a segmented customer relationship marketing (e-CRM) campaign.

beenz.com, London October 2000 – July 2001
Web designer, developer Contract

- Worked with a team of five to complete re-design of global beenz.com website, with sole responsibility for concept, design story-board and production of new homepage and registration process.
- Liaised with subsidiary offices in Europe, US, Australia and Asia in order to maintain brand integrity while creating culturally appropriate promotions.
- Collaborated with brand and marketing managers to promote the beenz brand through a range of printed, online and exhibition materials.

peoplesound.com, London August 2000 – October 2000
Web designer, developer Contract

- Created a suite of signature masthead banners targeting different audiences and genres within the website. These remained in use for over two years.

Positive design, London July 1999 – August 2000
Junior designer, developer Permanent

- Direct responsibility for website design and production.
- Assisted with design and production of a wide range of printed materials.

EDUCATION

Professional Diploma in Fashion Design & Technology

London Centre for Fashion Studies, London UK June 2005
Areas of study: Fashion design, pattern cutting, tailoring and construction.

Bachelor of Fine Art, Major in Fine Art, Honours

Nova Scotia College of Art & Design,
Halifax, Nova Scotia, Canada May 1999

Areas of study: Printmaking (lithography, intaglio, screenprinting), drawing, painting, sculpture, photography, art history, digital illustration, digital photography, interactive media, film.

High School Diploma, Honours

Balmoral Hall School, Winnipeg, Manitoba, Canada June 1994

Overseas equivalent of five A-levels in American history, English language, English literature, chemistry, fine art and French language.

TRAVELLING

Several times over the past ten years, I've been able to take extended holidays both in Europe and North America.

Most recently, prior to starting my post at MercuryMedia, I was able to spend six weeks visiting my family and friends in North America. This included a bit of skiing in Whistler, some sport fishing in Baja, Mexico, and other adventures.

On another occasion, after leaving beenz.com, I spent four months travelling by train across Scandinavia and Eastern Europe, followed by a visit to my family in Canada.