

Glenn Jones (BA Hons)

Profile

Creative and innovative Marketing professional with a proven and diverse range of graphic and communications skills. Experienced at coordinating an array of marketing activities across all business divisions, multiple locations and stakeholders, throughout organisational hierarchies.

Proficient at delivering marketing collateral alone or as part of a team including press releases, website updates, industry award submissions, social media presence, branding strategies, graphic output and print of the highest standard. Accomplished at developing high quality imagery and videos for use in publicity material, brochures, bids and social media platforms.

Trusted to guide and lead internal managers and act as a primary point of contact with stakeholders to produce successful company bids and tenders for competitive and profitable work. Competent at providing strategic tactical guidance to directors and managers for digital marketing, social media channels, company intranet and e-mail marketing campaigns in alignment with business objectives.

Goal orientated, focused on adding value and with a work ethic to go beyond expectations, and a demonstrated history of achieving milestones, targets and deadlines.

Education & Qualifications

BA (Hons) in Multimedia Design - Cumbria Institute of the Arts - 2003 - 2006

Adobe Certified Associate in Graphic Design & Illustration (Certitec) - 2020

GCSE and A Levels - Ysgol Gyfun Gymraeg Glantaf, Cardiff

Skills

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|------------------------------|--------------------------------------|
| ✓ Digital marketing strategy | ✓ Online/Offline collateral creation |
| ✓ Website design | ✓ Lead generation and research |
| ✓ Brand Building/Strategies | ✓ Audio/Video editing |
| ✓ Social Media Marketing | ✓ Printing and editing |
| ✓ Bid/Tender submission | ✓ Powerpoint presentations |
| ✓ Project/Change Management | |

Personal attributes

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|---|--|
| ✓ Effective communicator | ✓ Updating and maintaining standards |
| ✓ Client Engagement | ✓ Coordinating and implementing |
| ✓ Organising and production | ✓ Ambitious |
| ✓ Problem solving | ✓ Researching trends and opportunities |
| ✓ Working independently with initiative | ✓ Fluent in Welsh literacy and speech |

Career Highlights

- Successfully delivering & coordinating rebranding & restructuring projects / strategies
- Modernised / re-designed / launched publicity material for several mergers and acquisitions
- Successful Bids and Tenders submissions, supporting business growth / presence and reputation
- Designed and executed industry standard company exhibitions and community project consultations

Software skills

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|--------------------------|-------|---------------------|-------|
| - Adobe Photoshop | ●●●●○ | - Adobe In-Design | ●●●●○ |
| - Adobe Illustrator | ●●●○○ | - Adobe Premiere | ●●●○○ |
| - Adobe Professional PDF | ●●●●○ | - Adobe Dreamweaver | ●●●○○ |
| - Microsoft Office | ●●●●○ | - Mailchimp Mailing | ●●●●○ |
| - WordPress Online | ●●●●○ | - Wix Online | ●●●●○ |

Career History

DarntonB3 Ltd - Marketing Assistant / Graphics & Communications Designer - June 2015 to May 2019

Award winning global practice for sustainable Architecture and Design, founded in 1883 and with eleven studios across the UK. Renowned for their quality design and technical delivery, who have long standing relationships with some of the biggest global brands.

Role - Through mergers and acquisitions becoming involved with a much larger Architectural practice with enhanced responsibilities for communications and for the provision of graphics, promotional material and social media updating. Organising, creating and coordinating the submissions of bid and tender documents, and executing presentations for use by the regional directors and managers.

B3 Architects Ltd - Graphics & Communications Designer - June 2007 to September 2015

Multi-Award winning National Architectural Consultancy - 9 UK regional offices headquartered in Cardiff.

Role - Marketing and business development assistant working directly for the business development director and the regional directors and managers in each office.

Performed and delivered the tasks of producing promotional material using company literature. Implementing and creating graphics, photography, stationary, portfolios and case studies through the medium of brochures, banners, external advertisements, web sites and social media.

Interests

In my spare time I enjoy travelling to visit family and friends in West Wales and the Lake District, DIY and taking care of my dog. I enjoy helping out family and friends with personal and charitable events wherever I can. I have a broad interest in music, cars and technology.