

## The Amazing Resumé

**With 45 years of marketing experience, as a practitioner of the Visual Arts and Communication, I provide a comprehensive graphic design service and marketing consultancy to Ad agencies, businesses and private individuals.**

**Agencies / Companies I Have Worked at:** Paton Tupper Associates, Stable Graphics, Young and Rubicam (Wunderman's), Concept Marketing, BSB Bates Worldwide, Planet Art, Siyabona Africa

**Agencies I Free-lanced for:** McCann-Erikson, DDB Needham, J Walter Thompson, Ogilvy's et al.

**Foods:** Tongaat-Hulett's SA. Wimpy Foods, Bakers, Bromor Foods, Pizza Hut, Woolworths, Pioneer Foods, Tiger Brands, Cadbury-Schweppes, I & J Foods, Sea Harvest, Kalahari Boma Restaurant

**Travel:** Siyabona Africa, Kruger Park Safari Co., Desert and Delta Safaris – Botswana, Whichway Overland Co.

**Alcohol:** S.A. Breweries, Douglas Green of Paarl, Stellenbosch Farmers Wineries, KWV Distillers, Distell, Bastille et al.

**Chemicals:** ICI Chemical, Pioneer Fertilizers, Tongaat Aluminium, O3 Chemicals South Africa

**Apparel:** Michel Laurenz Fashion, Jordan Shoes, Pizzazz Boutique, Ariane Flint

**Personal Care:** Yardley Cosmetics, Unilever, Elida-Ponds

**Corporate Communications:** Southern Life Insurance, ABSA Bank, Honda Motor Cycle Co., The Argus News Group, Pick 'n Pay - Corporate, I & J Foods, Sea Harvest, Protea Hotel Group, Jaguar/Land Rover Group. SA, Heinz Kasper - Germany, Vexvelt Telemedia – Brasil.

## Core Graphic Design Focus

**I specialise in Below-The-Line marketing, and focus on:**

- Conceptual Design
- Product Packaging Design
- Logo Design and Corporate Identity
- Restaurant Menus, Leisure Brochures & Corporate Reports, and Fashion Label Design
- Shop / Store Signage
- Print Media & Point-of-Sale
- PowerPoint Presentations for Corporate B2B, Internal and Marketing purposes. Concept & Design

## Other Things I Do

**Product Design and Styling** / Container design including: Cardboard food containers, Glass cosmetics bottles, Extruded plastic liquids containers, Soap tablets, Sun-glass cases, Audio-cassette transporters. . .

**Exhibition Design** / Corporate exhibition stand design, exhibition set design and assembly, Product launch venue design, styling and dressing. Set design.

**In short, have worked as a:**

- Freelance Designer and Artist
- Art Director
- Creative Director
- Conceptual Design Consultant
- Exhibition Designer, Construction & Logistics Management

## CONTD>

- Design Production Assistant and Production Manager
- Design Project Manager
- Location Scout & Location Unit Manager

## Recent Contracts

- A 10-year contract engaged in New Business Development for Siyabona Africa – one of Africa's largest internet based Travel Destination Marketing companies.
- During this time, I fulfilled the roles of Production Manager, Creative Director (BTL), and Special Projects Co-Ordinator, after having previously been instrumental in helping the start-up of the business in 2000.

The position required that I be responsible for:

- Creative direction – for print, digital and web
- Web Content production management
- Editorial Content quality assessment on the Siyabona Travel Network
- On-line B2C Marketing activities. Development and implementation
- Corporate B2B marketing and communications
- Corporate ID maintenance and implementation

## My Responsibilities

I was primarily involved the formulation of the various product line marketing strategies, including development and implementation of media directed at the travel trade: both local all-Africa service providers and international buyers for the South African based leisure travel market.

- **Corporate Brand Promotion**
- **Strategic Concepts for On-line Marketing**

**As Design Co-Ordinator my tasks encompassed:**

- **all corporate design applications** for communication collateral, Corporate ID development for the Company, as well as for our affiliated partners and selected service providers.
- **over-all application of web-marketing** driven design criteria to all publication material
- **editorial content quality assessment**
- **brochure and media Ad design**, through to final repro and print

**As Production Manager:** [read also Studio Manager, Traffic Manager, General Dog's Body], I took responsibility for the application of design and editorial content needed for the web and on-line marketing / promotion activities

**As Project Manager:** I was involved in both Business and Marketing Development.

**Responsibilities:**

**Web-Site Production,** Content and Editorial Management

**Website Design** – taking responsibility for the look and feel of the various domains

**Strategic Concepts for On-line Marketing** to improve site traffic & SEO techniques.

**Corporate Communications:** Strategy and briefs & Budget Development.

## Previous Contracts – Part Two

I was given another 3-year contract with the task of performing all these same functions for the newly-launched subsidiary company **Southafrica.co.za**

**As Project Leader my main tasks were:**

- Initiating Product Marketing Strategy
- Manufacturer and Product Assessment
- Aggregation of product information for the production of Online Content.
- Project Team performance and production levels
- Critical Path Oversight: Production scheduling, Performance and Production standards

## Technical Capability

### Program Skills

- PhotoShop Suite and Adobe Premiere plus all the other ancillary programs/apps/ etc
- MS PowerPoint, Project Manager, Excel, Word, plus others.

While am reasonably conversant with HTML and some PHP and JQuery, I believe that as a Conceptualist and Creative/Art Director, or Production manager – I prefer to **direct the skills of those that are expert at it.** While I look after the deliverable results.

## Other Skill Sets [Clerical?]

- Budget setting and control
- Familiarity with general accounting practices
- Project time management (of Teams)
- Production Pre-planning, tracking and progress reporting
- Corporate Client Liaison
- Production Supplier relationship maintenance

## The Immediate Past

### **2020 – 2024 Design and Conceptual Consultant**

I have been engaged in conceptual and design work for a variety of organizations.

Most of my work has been aligned with sustainable energy, ecological design and consumer research projects.

### **2000 - 2020 Siyabona Africa Travel & Southafrica.co.za**

Contracted Creative Director and Production Manager for one of the largest online travel companies in Africa.

## The Long-Term Trajectory of Career Advancement

(Note: During the following Career Path, I was also Moon-Lighting for the likes of Ogilvy Mather, J Walter Thompson, DDB Needham, McCann-Erikson and others I refer to as Fumble, Mumble Bumble & Snake.)

### **1995 – 2000 FreeLance Consultant**

- Ran various promotional, public relations and marketing exercise projects
- Location Scout and Location Manager for various Cape Town film & TV production companies

### **1991 – 1994.5 BSB Bates – WorldWide / Design**

Design and Marketing Conceptualizer / assisted in the start-up of their a new Below-the-Line division

I left Bates of my own accord to pursue other interests, when they were bought by DDB Needham New York.

**1989 – 1991 Concept Marketing Cape**

Art Director and Conceptual designer – along with the rest of the Y & R Cato-Johnson Team.

**1986 – 1989 Young & Rubicam Cape**

Art Director and chief designer for their below-the-line Cato-Johnson Division

**1985 – 1986 Paton Tupper Durban**

Again. Round 2.

**1984 – 1985 Stable Graphics Durban**

Assistant Creative Director and Studio Manager - in conjunction with the Creative Director and print buyer. Traffic controlling the job briefs of the Account execs.

**1982 – 1984 Paton Tupper Durban**

Airbrush illustration and product design for the biggest and best design house in the southern hemisphere. Including product styling & packaging, corporate ID design, audio-visual design/production/staging. Exhibition design and construction.

**1981 – 1982 Scotford Mills Durban**

Design Co-ordinator, and Studio Manager for their textile design department. Developing the seasonal “look” for their two international brands – Lightning Bolt surfing wear and Munsingwear golfer’s apparel.

**1979 – 1981 FreeLance Operator**

Start my own FreeLance graphic design consultancy in Durban.

Corporate design, shop front/interior design, Project and assistant project management, up-market fashion labels and restaurant image/menu design. I had my own textile printing factory which was bought out by Scotford Mills [Natal].



## Education & Personal Background Info

### Education History > 3 years

**Diploma M. Des.:** London Royal College of Art 1975 > 78 - Graphic Design. Industrial Design

**Diploma Marketing Management:** Institute of Marketing Management - South Africa 1987 > 90 – (Correspondence)

**Matriculated: GCE - 1970.** Prince Edward School Harare. (Formerly Salisbury).

So long ago... it can hardly matter at this stage of my career. For those who don't know - **British General Certificate of Education.**

Back in the day when there was still Education to be had.

**'A' Aggregate:** Art, Mathematics, English, Geography

**1's for** Physics, Chemistry, History

**Additional: GCE 'A' Level:** Art, English

### After High School: 1970 – 1971 > 2 years

Rhodesia Government – Ministry of Information – **Audio-Visual Production Department.**

### Military Service: 1972 – 74 > 2 years

Rhodesian Army. 3 Air Supply Platoon. – “AirMobil 3”. Reaching rank of **Army Flight Lieutenant.**

### On a Business Level - Reporting

Based on my experience, as Creative Director / Art Director / Production Manager. I reported directly to the company CEO. The person who pays my salary.

**As a freelancer,** I report only to the Creative or Art Director, or Client. The person who contracts me.

**I do not report to, or through:** Assistants, Co-Creatives, Secretaries, Receptionists or any other go-betweens. Given that they will have no idea of what I am actually discussing with them. Nor do they pay me.

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### **On a Personal Level**

I have a very high energy level and direct my skills of people motivation, management team discipline and delivery on realistic deadlines.

In every organisation I have worked for, I have brought a positive, enthusiastic and highly energized creative influence to the process.

My off-beat sense of humour is of great help in dealing with people.

Especially in the often ego-fragile and over-pressurised environment of the creative/ad-industry.

In return I demand a high degree of integrity from Management, a clear brief and path of intent, and a straight forward, non-egotistic, situation-resilient management team, to fulfil my pursuit of perfection and profit.

### **Punctuality**

I always am.



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