

Multi-disciplined creative communicator with a proven record of producing accessible, audience appropriate information. High social articulacy, strong research and observation aid successful connection and engagement with diverse stakeholders. Exceptional mix of visual and verbal communication skills, creative and strategic concepts – expert graphic design, illustration and copywriting with thorough technical understanding of print and digital communications media. Experienced research and review of audience expectations and motivations to deliver effective communications strategy and materials. Pragmatic and cost efficient project management – practiced multi-tasker. 20+ years experience, CPD and transferrable skills to successfully meet a unique range of project needs: **marketing and charity communications; critical information and user experience design; fundraising and development; community engagement; heritage; educational workshop delivery.**

Self-employed for 15+ years, the majority of work is project based. This section breaks lists major projects and longer term client relationships, and breaks down a multi-disciplinary portfolio career into the categories where transferrable communication and connection skills are applied: **marketing communications (including information design), charity communications, funding proposals and reports; community engagement and events; exhibitions and heritage; education.**

Marketing communications – visual and information design, copywriting, UX, UI, concepts, strategy

Visual Communication Lead Consultant: Network Rail, Planning and Delivering Safe Work Programme (04/2012– 01/2015)

Multi-million pound safety initiative to change the way the UK rail industry undertakes planning and control of work. The programme aim was to make safety-critical information accessible to frontline staff with a low reading age and/or English as a second language.

- Audited existing 'safe system of work' forms and process, working closely with risk management consultants, front-line staff and Network Rail programme managers as a member of the Business Critical Rules Delivery and Management Team.
 - Devised, developed and tested a visual language system, applied to schematics, to create at-a-glance, safety-critical outputs to reduce workplace accidents and fatalities. Designed control-of-work documents, applying the visual language and ensuring the logical flow of pertinent information.
 - Project managed interactive prototype production, sub-contracted technical staff – tested and proved the visual information concept through trials with front-line staff.
 - Produced progress reports and presentation materials to inform high-level management decisions; designed programme branding and launch publicity at Rail Live 2014.
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UI/UX design consultant: National Museum of the Royal Navy and Portsmouth Historic Dockyard. (2016)

- Worked with Nautoguide GIS developers to design interface and icons for a public, online, interactive, map-based historical database
 - Submitted a report and recommendations for improved text, content and layout to increase the attraction's online ticket sales.
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Marketing Design Consultant: SMEs (06/2007– today) *multiple clients E-Motion Electric Vehicle Ltd., ToyGuard (UK) Ltd., The Magic Dryer Co., 3Zaps, Lemon Squeeze, HouseMark; Nautoguide Ltd. et al*

- Developed logos, identities and brand imagery toolkits. Designed e-commerce websites: web content and navigation, sourced and briefed web-developer, supplied graphics and edited texts. Designed, wrote and edited broad range of company materials including franchise documentation, technical datasheets, marketing materials, press releases and business press articles, and press advertisements. UI icon design for software; character design for child-friendly products.
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Freelance Marketing Communications Designer: in-house creative studios including Nationwide, Zurich Financial Services, Dyson; Design agencies incl. Design Types Ltd, Salisbury; Three Big Names, Marlborough; Thomas & Cosh, Chippenham; RR Donnelly, Swindon. (05/1994 – 11/1996, then 09/1999 –2011)

- Campaign strategy and creative concepts for B2B and B2C marketing communications, direct mail, advertising and trade events. Packaging and advertising campaign concepts; annual reports; corporate re-branding; directing photoshoots; client presentations. Multiple end clients incl. Road Angel (sat-nav); Chase de Vere and Hargreaves Lansdown (finance); Earlex (DIY equipment); Viners (tableware)
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Senior Designer/Studio Manager: Envy Creative, Newbury (05/1998–08/1999)

- Design and art direction of creative projects; client presentations and liaison.
 - Managing studio workflow, three creative staff (mentoring the junior designer) and external suppliers.
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Principal Designer/Creative Direction Europe: Texas Instruments GmbH, Freising, Germany (11/1996–04/1998)

- Co-ordinated and art-directed creation and production of pan-European marketing collateral and press advertisements: commissioned and briefed external design agencies in Munich and Nice; managed annual European print budget, and co-ordinated translation and typesetting of marketing output in 22 language/country versions.
 - Developed knowledge of cultural difference in audience expectations and motivations.
 - Sourced photography and art-directed photo-shoots, conducted focus groups, wrote reports and presented at international meetings. Represented TI at trade and education fairs in Europe / USA.
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Graphic Designer: Wanborough, Wiltshire (05/1994 – 11/1996)

- Managed translation and typeset multi-language documents for Hoover and Royal Dutch Shell. Creation of a suite of assembly instructions for Early Learning Centre products. Designed logos and layouts for housing associations' annual reports.
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Graphic Designer: Werbelicht Konzept Agentur, Bremen, Germany (10/1991 – 04/1992)

- Design and implementation of external signage for Becks Brewery; translated company marketing materials into English.

Charity communications, funding proposals and reports

Development Manager: Arnos Vale Cemetery Trust (AVCT), Bristol (1-year contract, part-time 06/2015 – 07/2016)

- Rebranding the campaign, and reframed the 'ask', creating new communication materials that emphasises AVCT's status as a community resource and using multiple channels to disseminate the fundraising message – new on-site messaging, social media campaigns, case-for-support documents and funding applications.
 - Tailored case-for-support documents and fundraising presentations: researched, writing, design, and commissioned photography. Steered focus to the heritage site's importance in the community, as well as its historical and environmental importance, to streamline communications strategy.
 - Raised £120k – twice the average (£60k) of previous years, and 30 % increase in on-site donations.
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Proposals Officer / fundraising communications designer: University of Oxford Development Office (1-year contract, part-time 10/2011–10/2012, then freelance)

- Liaised with development executives, academics, students and departments to research, write and design philanthropic proposals for restricted and unrestricted funds from foundations and the business community, as well as student bursary contributions (of c. £50k) from foreign government High Commissioners. Created donor reports and edited academic reports to ensure they were low context and accessible to lay recipients. Achieved a change in the campaign's core messaging to better address target audiences' context. Curated department's photo library into ordered print-ready resource.
 - Created (design, concept, writing and print production) segmented annual direct mail for alumni worldwide, raising the response rate by 41.5 % in the first year.
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Big Draw Swindon Style proposal writer community arts event at McArthur Glen Shopping Centre, Swindon (2010)

- Secured funding of £4,000 from private and public sponsors through writing proposals, presentations and meeting stakeholders.
 - Commissioned photographer to document the event. Devised feedback mechanism. Collated and presented participants' feedback for end-of-event report.
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Start-up funding proposal writer: Geovey project funding (2015)

- Created a second-round proposal for Geovey, one of ten projects competing for funding from Geovation (a collaboration of the Ordnance Survey and the Land Registry), helping them win 30 % of available funds.
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Community engagement and events

Development Manager: Arnos Vale Cemetery Trust (AVCT)

- Project managed fundraising events – marketing, gaining sponsorship and in-kind support, liaising with suppliers and volunteers. Successfully reduced projected costs of Spring Eternal gala evening event by 90 %, raising £15,000 plus additional funds through invitee stewardship and private tours. Two-day inaugural comedy festival, gospel concert and seasonal artisan markets.
 - Built and stewarded donor and supporter relationships, identifying opportunities and approaching prospects. Liaised with Friends group and supporters. Updated CRM and relationship data. Represented AVCT at Chamber of Commerce and HLF meetings.
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Community arts event organiser: Big Draw Swindon Style, at McArthur Glen Shopping Centre, Swindon (08/2010–10/2010)

- Facilitated event, recruited voluntary staff, sourced materials and in-kind support.
- Marketed and publicised the event, and event branding – attracting 200+ participants from a c. 30 mile radius. Commissioned photographer to document the event.

95% of participants surveyed enjoyed the event 'a lot' and wished for further similar events in Swindon.

Voluntary community group co-founder and organiser: Swindon Samba (09/2009–07/2015)

- Created the brand, designed publicity, organised PR with local media, organised business sponsorship and partnership with charities.
 - Co-managed practice venues, and gig bookings, instrument purchase and other financial decisions
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Arts Council funded exhibition: 'Entertaining Swindon': Swindon Museum & Art Gallery (04/2015– 07/2015)

- Community engagement: identifying and engaging local people and groups involved in performance arts, informally content research interviews; negotiation of loan and return of personal artefacts. Ensured contributors were properly acknowledged and invited to launch.
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Educational and community workshops

Arts Educator (Key Stages 2–4) Multiple primary and secondary schools and youth groups, and Swindon Borough Council

- Devised and delivered a cross-curricular educational programme (PSHE, SEAL, art and Spanish) and facilitated an international art exchange project with Fundación Juconi children's centre in Mexico (Sevenfields Primary, Swindon).
 - Wrote and delivered KS2 3-day packaging design project (Coney Hill Primary, Gloucester); KS2 Graphic design/visual communications workshops for website banner design (Barr's Court Primary, Bristol);
 - KS3 3-day workshops to develop visual communication skills and design new logo for Isambard Community School; Visual arts workshops (part of £1.5m government funded arts project Flux) including 2 years' weekly drawing club;
 - KS4 Visual communication workshop for ICT students (Nova Hreod Secondary, Swindon) and 14–19 Creative Diploma students (Commonweal Secondary, Swindon)
 - Visual communication / logo design workshop to create new logo (New Roses Youth Theatre, Tewkesbury); themed painting workshops for Inside Out weekend for children in care; BBC Blast banner painting sessions, Swindon.
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Teacher of Art and Design & Technology: Isambard Community School, Swindon (part time 09/2007 – 09/2008)

- Devised and delivered lesson plans to fulfil curriculum objectives. Taught and managed classes, evaluated students, and wrote end-of-term reports.

Exhibitions and heritage

Community exhibition curator, researcher and designer: Eastcott Community Organisation (12/2016 – current)

- Co-researcher, curator, writer, designer and project manager of a HLF-funded community history book and exhibition on Savernake Street Social Hall, Swindon

Exhibition curator, researcher and designer ‘Entertaining Swindon’: Swindon Museum & Art Gallery (04/2015– 07/2015)

- Project managed every aspect of the exhibition. Researched local history content and devised the exhibition theme.
- Community engagement: identified and engaged local people and groups involved in performance arts, informally interviewing them to create content. Managed loan of artefacts.
- Created publicity materials, arranged press coverage and built social media relationships.
- Wrote exhibition information texts, designed exhibition panels and managed print production and exhibition build and decant.

Development Manager, Arnos Vale Cemetery Trust (AVCT), one-year contract to maximise the final year of a matchfunding opportunity from the Heritage Lottery Fund for a unique heritage / conservation site in Bristol.

Map illustrator: English Heritage Informed Conservation book series; **Illustrator**: Sevenfields Primary School, Swindon Created a set of illustrations of historical events (KS2) for teaching display; **Book designer**: Cricklade Revealed series of ten history books

Youth arts exhibitions: Flux Arts, Swindon (04/2006 – 09/2008)

- Wyvern Theatre, Swindon: Selected and framed students’ work; designed exhibition information panels and guide; created event publicity.
- Great Western Hospital, Swindon: Liaised with hospital art consultant to facilitate exhibition; selected and framed students’ work; designed exhibition information panels; created event publicity and arranged for local press coverage.

Qualifications

- **MA International Design and Communication Management: Distinction** University of Warwick
- **BA (Hons) Graphic Design: 2:1** Birmingham Institute of Art and Design
- **Introduction to Fundraising Certificate** Institute of Fundraising
- **City & Guilds Level 3 Delivering Learning** New College Swindon
- **RSA Certificate TEFL** Gloucestershire College of Arts and Technology

Workshops and courses

- Diploma in Digital Marketing: Distinction Shaw Academy (online 11/2016)
- Trusts Fundraising course: Institute of Fundraising online (01/2017)
- Digital Gaggle UX Conference: Bristol (10/2016 and 03/2017)
- Heritage Lottery Fund Workshop: NVCO Offices, London (03/2016)
- Networking and Making the Ask Arts Fundraising & Philanthropy, Bristol (12/2015)
- Corporate fundraising workshop, Bristol (09/2015)
- Arts Marketing Association/ Fundraising Annual Conference: Birmingham (07/2015)
- Institute of Fundraising South West Annual Conference seminars: at BAWA, Bristol (04/2015, 05/2016 and 04/2017)
- Using and Managing Data in Fundraising: The Audience Agency/Arts Fundraising & Philanthropy, Bristol (03/2015)
- Fundraising for the Arts: Cause 4/Arts Fundraising & Philanthropy at Spike Island, Bristol (03/2015)

- Social Media workshop: Business South West, Swindon (02/2015)
- Barista training course: Extract Coffee Roasters, Bristol (3/2015)
- Fund It Fundraising workshops: Voscur, Bristol (02/2015 and 02/2016)
- Excel spreadsheet workshop: University of Oxford (03/2012)
- Proposal writing seminar: University of Oxford (07/2012)
- Arts Award advisor training: Trinity House (03/2007)

Language skills

- Fluent German (Institute of Linguists’ Intermediate Diploma; Goethe Institute’s Zertifikat Deutsch als Fremdsprache).
- Reasonable Spanish • Deaf-Blind sign language

Voluntary and casual work

- Committee member (2017) of Christmas Care shelter for homeless and vulnerable people (volunteer 2005–2016)
- Job Club volunteer, Ashley Community Housing refugee resettlement (2016)
- Ad-hoc shop assistant, Fig (artist-maker co-op). Bar staf, The Draper’s Arms micropub, Bristol (2016)
- Co-founder and committee member of voluntary community group Swindon Samba. (2009–2015)
- Swindon Old Town Gardens Café assistant. (2014–2017)
- Marketing communications advisor, Give Something Back to Berlin social initiative. Volunteer gardener, Gemüse Ackerdemie, Berlin. (2014)
- Bath Christmas Market seller – Bristol Cider Shop Robyn Coetzee Glass Designs (2013, 2014)
- Arts workshops leader, in Spanish, for Charlotte Miller Arts Project at Fundación Juconi, Mexico (children affected by the cycle of poverty and domestic abuse). (2009)
- Led art classes for people with substance mis-use, including people in the criminal justice system, for Druglink, Swindon (2006)

For further examples of project work, and testimonials from clients and employers see www.parsonscreative.co.uk