

# Alan Fewings

Corporate design and artworking.

## Who am I?

- I have 13 years of design, artwork and typesetting experience, as well as account management and project management experience
- My work history demonstrates initiative, the ability to motivate myself and others, and the desire to be successful
- I'm looking for a position that will challenge me daily to be the best I can be for you.

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## What can I do?

- Adobe CS6: Photoshop, InDesign, Illustrator, Acrobat at a high level
- Dreamweaver, Flash, Premiere Pro, After Effects at an intermediate level
- Quark Express to an intermediate level
- MS Word, Excel, Powerpoint at a high level
- CSS and HTML to a beginner level
- PC and Mac proficient.

## What have I done?

- Implemented new **Pearson** branding guidelines across company printed materials
- Created new **Pearson** recruitment advertising materials, including posters, press and online ads
- Project managed the delivery of over 200 subject specific reports for examiners and teachers in four weeks, to meet A Level and GCSE results day
- Managed commercial airtime portfolio including **BT**, **Volkswagen** and **GlaxoSmithKline**
- Management of **Citroen** direct marketing including an extensive report to analyse and assess the fulfilment practises of other car companies
- Head Office administration for **Shelter** charity shops.

## Recent employment

Graphic Designer, **Beanstalk Marketing**. 2016 (part-time)

Design: print and digital documents including banners, emails, websites, event materials, white papers, case studies, stationary, logos and branding.

Also some basic coding of HTML emails.

Between October 2014 and February 2016 I was a stay at home dad to my twin girls.

## Previous employment

Designer, **Pearson Education.** 2003 - 2014

- Design: print and online advertising, event materials, marketing assets, brochures and more
- Artworking: preparing images from briefs or repairing/amending existing images using Photoshop and Illustrator
- Typesetting and layout: exam papers, catalogues, examiner support materials and more
- Using and updating House Style branding guidelines and templates where appropriate and advising others on correct usage.

HR Administrator, **Edexcel.** 2002-2003 (temporary contract)

Administration and management of temporary staff.

Trading Officer, **Shelter.** 2001-2002 (temporary contract)

Head office role for nationwide chain of Shelter shops.

Airtime Sales Executive, **Granada Enterprises.** 2000-2001

Administration of ITV advertising airtime.

Managed a portfolio of clients to ensure the most appropriate and efficient airtime.

Clients included British Telecom, Volkswagen and GlaxoSmithKline.

Direct Marketing Account Executive,  
**Response, Analysis and Mailing.** 1999-2000

Account management for direct marketing activity for Citroen and BT.

Client and supplier liaison, data analysis, receiving and checking stock, overseeing print and mail runs.

## Education

**1999** 2:1 BSc (Hons) Communication and Cultural Studies.  
University Of North London (now London Metropolitan University).

**1994** A Levels: Communication Studies, Theatre Studies, Politics.  
Broadoak Sixth Form College, Weston-super-Mare, Somerset.

**1992** 8 GCSEs including English (A), Maths (A), Design and Technology (A), Art and Design (B).  
Broadoak Secondary School, Weston-super-Mare, Somerset.

## Interests

Writing a blog reviewing every Now That's What I Call Music album:

[www.nowmusicfanblog.co.uk](http://www.nowmusicfanblog.co.uk).

Occasional 'Bad Movie' review blog: [www.joescaramanga.co.uk/blog](http://www.joescaramanga.co.uk/blog).

Also enjoy football, reading, video games, bike riding, swimming, quizzes, karaoke.

## References

Available on request.