





ALEX BROWN



DESIGN & PRODUCTION MANAGER

CONTACT

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EDUCATION

BA (HONS) ANIMATION 2.1
University for the Creative Arts
2001 – 2004

**ART & DESIGN FOUNDATION -
DISTINCTION**
Northbrook College Sussex
2000 – 2001

**A LEVELS: ART & DESIGN (A)
3D DESIGN/CERAMICS (A)
GRAPHICS (A)**
Sackville School
1998 – 2000

**GCSES: ART (A*)
CERAMICS (A*) GRAPHICS (A*)**
9 GCSEs – Grade C & above.
Including Mathematics and English.
Sackville School
1994 – 1998

PROFILE

A dynamic, motivated and innovative senior manager with over 12 years' experience in newspaper, magazine and digital media production, and design. Capable of interacting at board and senior executive level within the customer base. Currently a member of the management team accountable for overall design, production, toolsets and templates supporting the business. Responsible for all the critical deadlines associated with the preparation and delivery of advertising campaigns, hardcopy productions, digital media productions and trade shows.

WORK EXPERIENCE

DESIGN AND PRODUCTION MANAGER

Azura International | 2014 – present

Key responsibilities:

- Direct accountability to all our advertisers/clients for the creation of effective and innovative design and advertising campaigns, including high profile clients such as Virgin, Emirates, Saudi Cargo, Brussels Airport, DHL and other brands across the air freight world.
- Designing, creating and maintaining multiple company-wide websites, including the Azura International corporate website, and other product websites (using WordPress). Also, organising the domain names and hosting.
- Overseeing all in-house creative projects from brief to fulfilment. Ensuring all deadlines are met for hard copy and digital products, in-house advertising, editorial design, event design, overseas stand graphics, digital newsletters, email marketing and related sales collateral.
- Building, mentoring and diversifying creative teams across web, print, branding, illustration, and multimedia disciplines.
- Responsible for all production schedules, deadlines and budgets.
- Management meeting reporting to the board directors on the department's progress, productivity, critical issues, resolutions and ongoing planning.
- Working with the Operations Director to form new digital strategies, planning implications, associated timeframes and costs.
- Working closely with the editorial team, overseeing the design, development and production process of all the publications.
- Responsible for looking after the ad servers. Ensuring all new advertising is uploaded on a timely basis to the websites, and that all requests for changes of copy are scheduled and applied at the correct time.

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DESIGN & PRODUCTION MANAGER



SKILLS

// PROFESSIONAL

- Team Management
- Communication Skills
- Thinking Creatively
- Problem Solving
- Organisational Skills
- Delivery Orientated
- Relationship Building

// TECHNICAL

- Adobe InDesign
- Adobe Photoshop
- Adobe Animate
- Adobe Acrobat
- Adobe Illustrator
- Adobe Premier
- WordPress CMS
- UX & UI Design
- Google Analytics
- QuarkXpress
- Mailchimp
- Final Cut Pro
- Stop Motion Pro
- ISSUU Digital Publisher
- Revive Adserver
- Microsoft Word

WORK EXPERIENCE (CONTINUED)

- Keeping myself and junior colleagues up-to-date with the latest relevant new software tools, production and design techniques; internet developments and industry trends. Organising and instructing any required freelance designers.
- Chairing meetings to present pitches and presentations to the sales team, suggesting strategies and creative approaches to help generate additional revenue streams.
- Reviewing and approving quotes from Printers and production material providers.
- Providing statistical information on impressions and clicks for our client's online banners and newsletters, using the ad server and google analytics.
- Preparing for, and attending, international tradeshow in order to produce the event daily newspaper. Managing the local team and working with the Editor to complete the daily production to critical deadlines for sending to local Printers (including foreign teams, such as the Chinese production team in Shanghai, with the help of a translator).

Achievements:

- Redesigned Air Cargo Week (ACW), the industry's best-read weekly newspaper and the world's most respected publication for the global airfreight executive, to make it more appealing for both the reader and advertiser. As a result, the publication took £2.2m in sales revenue within the first year of its relaunch.
- Designed and managed over 500 consecutive tabloid issues of ACW.
- Generated an additional £550k of sales revenue to the business, through the creation of award winning advertising campaigns for high profile, key accounts.
- Increased the global profile of the business and helped new revenue streams through designing and creating a new user friendly corporate business website.
- Brought in an average of £250k of sales revenue, through travelling abroad to manage teams of up to 10 people, to design and produce tabloid daily newspapers (up to 36 pages) at industry events - over 30 separate daily issues at Air cargo expos at venues including Shanghai, Toronto, Seoul, Munich, Atlanta, Paris and Amsterdam.
- Added an additional £200k revenue stream through designing and launching our company's publication newsletter in January 2018.
- Opened up new revenue streams to exploit through designing and branding a new multi-modal (i.e. land, sea and air) magazine for the logistics industry.

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INTERESTS

- Painting
 - Health & Fitness
 - Interior Design
 - Martial Arts
 - Rugby
 - Swimming
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WORK EXPERIENCE (CONTINUED)

SENIOR DESIGNER

A-Z Group | 2011 – 2014

Key responsibilities:

- Hands on development of all design projects from start to delivery across the business portfolio, delivering exciting and innovative creatives.
- Working closely with production, marketing and sales personnel to determine and meet all creative needs.
- Organising newspaper/magazine flat plans and layouts with the approval of the Editor and Sales Director.
- Assisting the Webmaster and programming staff to ensure the attractiveness and functionality of all company websites.
- In charge of design and production of the business' main awards night.

Achievements:

- Responsible for the bespoke design and launch of Air Logistics Management (ALM), the highly acclaimed specialist quarterly publication. This generated an additional £180k revenue stream within the first few months of publication.

PRODUCTION ASSISTANT / GRAPHIC DESIGNER

A-Z Group | 2008 – 2011

Key responsibilities:

- Assisting the Production Manager at overseas trade shows to produce daily newspapers.
- Producing advertisements, brochures, handouts, flyers, animated banners and online graphics for in-house and external clients.
- Producing and timely delivery of print ready PDFs for the Printers.
- Providing senior managers with creative input when required.
- Assigned with laying out the British Defence Equipment Catalogue (BDEC) hardcopy publication, ensuring consistency throughout. This was included in the design of the website.

ANIMATOR & DESIGNER

Miskin Theatre | 2005 – 2007

Key responsibilities:

- Solely in charge of all animated footage in the theatre productions.
- Using Final Cut Pro and After Effects to edit all footage for productions.
- Using various animation techniques, such as stop motion, computer, etc.