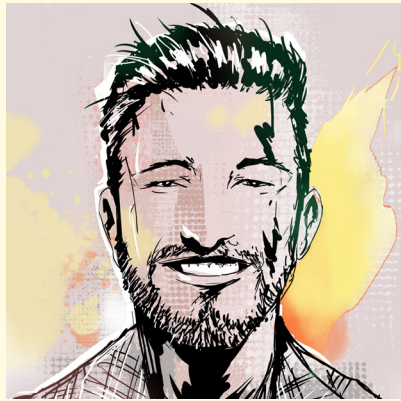


I AM A CREATIVE DIGITAL MARKETER AND DESIGNER, WITH A BA IN INTERACTIVE MEDIA, AND AN ECLECTIC RANGE OF SKILLS.



MUGSHOT

#### Software

- Adobe Photoshop \*\*\*\*\*
- Adobe Illustrator \*\*\*
- Adobe InDesign \*\*\*\*
- Adobe Premiere \*\*\*
- Adobe Audition \*\*\*\*
- Adobe Animator \*\*\*
- Adobe After Effects \*\*
- HTML/CSS \*\*
- MS Office \*\*\*

#### Hardware

- Copy/script Writing \*\*\*\*\*
- SEO / SEM \*\*\*\*
- Communication \*\*\*\*\*
- Graphic Design \*\*\*\*
- Illustration \*\*\*\*\*
- Delegation \*\*\*\*
- Intuition \*\*\*\*\*
- Brainstorming \*\*\*\*\*
- Proactivity \*\*\*\*
- Storytelling \*\*\*\*\*

## SKILLS

## EDUCATION

#### Interactive Media and Marketing Ba

John Moores University Liverpool  
*Concentration on User Experience and Narrative theory*

#### National Diploma Graphic Design

Liverpool Community College

#### GCSE's And A levels

Liverpool Blue Coat School

## INTERESTS

Stand Up Comedy - Cinema - Podcasts  
TV - Comics - Pop culture - B-Movies  
Cartoons - Drawing - Painting - Writing

Online portfolio @  
[mikekevan.carbonmade.com](http://mikekevan.carbonmade.com)

# MIKE KEVAN

0223456326 - [MIKE.KEVAN@GMAIL.COM](mailto:MIKE.KEVAN@GMAIL.COM)

## WORK HISTORY

#### Marketing Executive - Creative Marketing Association

Apr 2016 - Present

- Created and implemented multiple marketing plans and strategies.
- Redesigned and implemented new brand designs for multiple product lines.
- Delegating to direct report, reporting results to Marketing Director and CEO.
- Tracking and analysing marketing data for insights, learnings and recommendations
- Managing Social Media Ad campaigns (Fb, LinkedIn adwords, twitter etc).
- Creating art assets, print design etc
- Copywriting for ads, EDMS and articles.

#### SEO and Digital Media Manager, CMee

Aug 2015 - Apr 2016

- Managed multiple SEO projects, working with local and overseas staff
- Managed multiple Facebook and social media marketing campaigns.
- Developed new marketing methodologies and strategic planning for SEO purposes.
- Liaised with clients and account managers.
- On-page changes on a variety of CMS using HTML and CSS.

#### Front End Web Designer, Casio

Jun 2014 - June 2015

- Redesigned Casio's flagship websites for their commercial Brands G-Shock, Baby-G and Pro-Trek using native CMS.
- Worked with back end designers and programmers to implement responsive design across multiple sites.
- Designed and Developed the UX/UI experience for users.

#### Animator - Contractor, Eek Studios

Mar 2008 - April 2012

- Worked on multiple animation projects using Flash, anime studio pro and stop motion animation.
- Character and background design.

#### Quality Assurance Tester, Bizarre Creations

Jan 2010- March 2010

- Testing on the games Blur and James Bond 007:Bloodstone.

\*references available on request