

MARK DRAPER

Graphic Designer/Artworker

M: 07988 600753

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E: markdraper66@hotmail.com

L: Camberley, Surrey

PROFILE

Creative and multitalented Graphic Designer/Artworker with extensive experience in marketing, event and print design. Developing brand and corporate identities, brochures, magazines, adverts, event marketing and conference/exhibition materials.

Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities.

Skilled in client and vendor relations. Passionate and inventive creator of innovative marketing strategies and campaigns; perform well in deadline-driven environments and able to work within budget requirements.

CREATIVE EXPERIENCE

Print

- Magazine Production
- Marketing Materials
- Event/Booth Graphics
- Brochures & Newsletters
- Logos & Business Cards
- Posters, Flyers & Post Cards
- Business Stationery

Web/Digital

- Website Design - Wordpress/Joomla
- Social Media
- Email Newsletter
- Website/Newsletter Web Banners

IT

- Mac Support

SOFTWARE SKILLS

- Mac and PC user
- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat)
- MS Office Suite (Word, Excel, Powerpoint, Outlook)
- Joomla/Wordpress backend editing

PERSONAL SKILLS

- Time management
- Communication
- Creativity
- Problem solving
- Strategic thinking
- Flexibility
- Negotiation
- Conflict resolution

WORK EXPERIENCE

March 2018 – to present

Designer/Artworker – Halldale Group

Halldale Group is the world's only media company focused on techniques of modeling, simulation and training for aviation and defence markets. Halldale produce global publications and organise international events.

Successfully manage and coordinate graphic design projects from concept through completion. Working closely with the Production Manager to create vision, conceive designs, and consistently meet deadlines and brand guidelines. Participated in production of print and promotional items under direction of Marketing Department. Coordinate vendors to meet all project requirements.

Key Responsibilities

- Provided flatplan, layout and design for three global magazines under extremely tight print and publishing deadlines.
- Directed advert, trade show banners and signage projects from concept to final delivery.

January 2016 – Present

Freelance Designer – precisiondesign

precisiondesign is my freelance graphic design business, and have worked with worldwide magazine publishers, on short-term and extended contracts.

Presently working for my previous company Aviation Media Ltd producing the worldwide distributed magazines, and updating the associated websites and newsletters.

January 2015 – January 2016

Production & Creative Director – Aviation Media Ltd

Aviation Business Media was rebranded as Aviation Media Ltd.

From beginning as a designer, worked up leading a team of two. I have been an important figure in building the company's portfolio of two magazine titles and six worldwide events.

Key Responsibilities

- As the per the previous role, but also including these:
- Lead the creative operations for the design department.
- Maintaining the high quality production standards, and resolving conflicts through consultation with senior management, or outsourced contacts.
- Liaising with the publication Editor, Sales Director and CEO, to ensure a smooth production process and the deadlines are delivered.
- Managing the traffic flow of many different channels, ensuring all budgets are also met.
- Sourcing and dealing with suppliers globally.
- Meeting, dealing with, and presenting to clients in the UK and worldwide.

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INTERESTS



Computing



Photography



Music



Cars/Motorsports



Camping



Mountain Biking

SOCIAL MEDIA



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[facebook.com/markdraper66](https://www.facebook.com/markdraper66)

WORK EXPERIENCE cont

January 2007 – January 2015

Creative Manager & IT Coordinator – Aviation Business Media

Aviation Business Media is a contract B2B publisher and event organiser in the aviation market.

Produced a variety of magazines, in-house advert design, advertising material, marketing flyers, schedules, liaising with printers, mailing houses. Oversaw product development from concept to completion, including magazine design, print design, and marketing collateral.

Delivering online content including email marketing newsletters, updating company websites.

Key Responsibilities

- Ensuring all work is delivered to the highest creative and technical standards.
- Running projects from concept and brief all the way through to delivery.
- Managing the IT infrastructure, including data back-ups, IT-related staff queries, hardware/software buying strategies, and online requirements.

November 1999 – December 2006

Graphic Designer – Wiley Pharmafile

Wiley Pharmafile are part of the US publishing group John Wiley.

I produced a worldwide advertising directory for the pharmaceutical Industry.

Key Responsibilities

- Produced a 800+ page directory. Layouts include text, logo and images.
- Placed advertisements onto the publications website and produce animated banners.
- Published an A3 monthly newspaper.
- Created other creative's such as: in die-cut bookmarks, bound inserts, outside newspaper wrappers

EDUCATION

- BTEC National Diploma in Graphic Design & Business Studies – Farnborough College of Technology – 1996 -1998
- Nine GCSEs – Fernhill Secondary School – 1991 - 1996