

Laurence Dunn MCIM

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My key strengths are based around the; Project Management, Planning and Creation of Content for Marketing & Advertising. I have been a **Project Manager** for over 31 years mostly working in London. During that time, I have worked on many large integrated advertising campaigns at agencies and client side. The roles have crossed over with production, print buying, traffic, art buying, creative services, digital project management. Above the line, below the line and through the line. My portfolio of projects is on this link, Pages 1-11 Digital and 12-21 Print & Traditional Media.

<https://www.marketinginessex.com/wp-content/uploads/2015/10/LD-Creds-Digital.pdf>

AREAS OF EXPERTISE

Experiential | POS | CRM | Retail | Digital Ads | Content | Branded Content | Sales Promotion Email Marketing | Website builds | App builds | Social Media | Brand Guidelines | Pitches | Process Development | Resourcing | Traffic | Print | Press | Outdoor (inc Digital OOH) | In-store | Direct Mail | Project Management | Shoots | TV - Video content | Audio Voiceover | Analytics | Production

PROFESSIONAL EXPERIENCE

CONTRACTOR ROLES Sept 1997 – Present Worked in the following agencies in varied roles includes; project manager, digital producer, traffic, creative services buyer, business analyst and print buyer.

UNILEVER-U-STUDIO VCCP TULLO-MARSHALL-WARREN TMW PUBLICIS-DIALOG OGILVY-ONE ICLP EXPOSURE BRAVE NAKED-COMMUNICATIONS LUNCH SMARTFUSION EURO-RSCG SKYBRIDGE SYMPHONY INFINITE-GROUP McCANN THE CORNER GROUP-M BILLINGTON-CARTMELL HOGARTH OLIVER AGENCY 23RED

...and the end user clients where I've worked in house

UNILEVER NAT-WEST STANDARD-LIFE BOLLFILTER UK HOUSEHOLD-DIVISION FITNESS INDUSTRY ASSOC

EMPLOYED IN PERMANENT ROLES Sept 1997 – Present by the following agencies and clients

ALTAVIA GROUP Senior Project Manager **ALCONE LONDON** Production Director **WILLIAMS LEA** Proofer **IPS** Print Buyer **BOLLFILTER** Marketing Coordinator **IGNITION CLAYDON HEELEY** Production Director

WORKING ON MANY VARIED CLIENT ACCOUNTS

Dove | Nissan | NS&I | Vodaphone | HSBC | LNER | Cunard | Shell International Shipping & Trading Aircraft Carrier Alliance | EE Mobile | Nestle | Orbis | Boehringer Ingelheim | Elizabeth Arden | Indesit Ella's Kitchen | Pfizer | Allergan | Novartis | Hewlett Packard | Rolex | Charles Vögele | DeBeers Martini | Stella Artois | Nokia | Kaupthing Bank | Bacardi | Canon | Jessop's | Sony PlayStation Three | Kimberley Clark | General Motors | Ford Truck | Shell Retail | Hotpoint | BUPA | Bollfilter Masterfoods Petcare | Virgin Trains | ING | Goodyear Tyres | Sony Europe | Roadchef | Mercedes Benz Q8 | Warner Village | Lancôme | Renault | Asda | Canadian Tourism Commission | Silverlink Rail Rowenta | American Express | Royal Mail | Emirates Airlines | IBM | Hot Tuna | NSPCC | Seagram Esso Petroleum | Channel Four Television | Cadburys | Mitchell Beazley | Medici | NSPCC | Thames Water

KEY SKILLS

Project Management:

- Understand project management very experienced, appropriate methodologies and processes including Scope or Statement of Work, Budget Control, purchasing, scheduling, status, minutes, project tracking and reporting
- Programme and Project Timeline Development and Management Problem Solving: Proactive in offering solutions and, where possible, have a back-up solution to hand in case problems occur, have own home office so able to work very unsociable hours if needed. Very organised and professional
- Able to identify and manage risk and run risks & issues system if needed

Interpersonal Skills:

- Able to work with people at all levels, including clients and 3rd party suppliers to achieve desired outcomes. Ability to tailor communications to the relevant audience.
- Understand the challenges and opportunities of the advertising process to bring out the best work from production and creative teams via management skills attained over many years.

Applications & Methodologies:

- Mac & PC literate MS Office: Word, Excel, PowerPoint, Publisher, InDesign, Photoshop, Illustrator.
- Web Content Management Systems, Applications & Platforms: Paprika, OMG Hub, Traffic, Team-Haven, DDS, Drupal, WordPress, Joomla, Typo3, WooCommerce, Google Analytics, Google Search Console, Logic Audio, Adobe Creative Suite, iOS, Android.
- Email marketing software: Active Campaign, Mailchimp, Constant Contact, Acyba, AcyMailing, Mailing Manager.
- Project Management Software: I have worked across several project management applications including MS Project, Jira, Confluence, Fido, Basecamp, SharePoint, plus bespoke systems.
- Fully adaptable to many different CRM, ERP, and finance software systems.

Useful Abilities

- Accomplished videographer and photographer: Window Movie Maker, iMovie, and YouTube Studio. I currently have technical videos online that get over 170 views per day on YouTube and 98% views from USA. I am also a web designer and know how to run complete DNS and Hosting systems.
- I am musician with a Bass Guitar able to make my own professional standard soundtracks.
- I run my own retail shops online selling merchandise globally.
- Being a car enthusiast not frightened to dismantle cars and use power tools.

CONTINUING PROFESSIONAL DEVELOPMENT - CPD

2016-2017-2018 Chartered Institute of Marketing. Chartered CPD Certificates

2013 - 2018 Chartered Institute of Marketing. MCIM Professional Marketer

2007 - 2012 Chartered Institute of Marketing Affiliate Professional Marketer

1985 - 1989 Institute of Printing training courses – Sales – Customer Retention – Bids & business pitches

City and Guilds of London Institute - Printing Full Technician NVQ4 Credit

University of the Arts – London College of Communication - London College of Printing. UK.

EDUCATION

5 x GCSE: Math's, Chemistry, Art, French, Human Biology. Plus, English & Geography g2 CSE.

Professional Memberships, Interests and Clubs:

CIM, *London College of Communication* alumni, plus my hobbies; jeep-club.co.uk, photography, making videos, muscle car and classic truck builds, sea swimming, kayaking, collecting records/cds and history.