

Laurence Dunn

UK Citizen from Leigh-on-Sea, Essex

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 32 years, mostly working in London. During that time, I have worked on many large Integrated Advertising Campaigns for many WPP & Omnicom agencies. The roles have crossed over into; employer branding, corporate branding, software development, production and digital project management. Portfolio of projects link, Pages 1-11 Digital and 12-21 Print.

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

AREAS OF EXPERTISE

Employer Branding | 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 | Focus Groups | Market Research | Training Workshops | Photography

Employment to date

Project Manager at Global Media LSQ (Oliver Agency London) Contract Sept 2022 – April 2023

Project Managed many of this media giants Radio station brand's advertising and marketing projects. LBC, Radio X, Global Player, Capital, Heart, Gold, Classic and Smooth. This involved reconfiguring design studio operations to make the Global Brand Marketing operation more efficient.

Creative Producer for Saatchi & Saatchi (London) Contract Mar 2022 – Jul 2022

Project Managed the movie advertising campaign for Direct Line Insurance who sponsored the launch of the new MARVEL Love & Thunder film released on 4th July 2022.

Integrated Creative Producer for VCCP (London) Contract Jan 2022 – Mar 2022

Project Managed the advertising campaigns for White Claw Seltzer and Cadburys Chocolate.

Senior Project Manager for Symphony Talent (London) Contract Aug 2021 – Jan 2022

Worked on Employer Brand EVP projects for Sanofi, Standard Chartered Bank, Sky, Mars, Amazon and Dunelm. Digital Asset Management Platforms, Market Research, campaign collateral for the recruitment of new staff.

Global Coronavirus Pandemic COVID-19 (SARS-CoV-2) during much of 2020 and 2021

Retail Display Checker for EE Mobile UK Stores (Infinite Group) Contract Oct 2019 – Mar 2020

I had to travel to hundreds of EE branded stores all over the UK. Once in store I had to announce myself as the EE display checker, then with store manager's permission carry on checking and photographing the store displays. This was to ensure the displays had been set up correctly as the brand retail campaign guidelines, pre-circulated to all these stores.

Senior Project Manager for Unilever U-Studio (Oliver Agency London) Contract June 2019 – Oct 2019

Unilever brand identity update, this involved coordinating Unilever, their branding agency, their website managers, plus their in-house agency Oliver Marketing. Project Management coordination contract to keep this huge budget multi-million global project on track. To redesign 24 totally new "U" icons. Each icon needed its own sub-guidelines for all kinds of media including Moving Image, Social Media and Outdoor.

Marketing Coordinator for BOLLFILTER UK (BOLL & KIRCH GmbH) Full-time July 2012 – June 2019

UK branch of industrial German manufacturer. The global leader in liquid and gas filtration technology including the supply of Industrial Water Filters to Nuclear Power Plants. Clients include Shell International Trading & Shipping, Anglian Water, Thames Water, Babcock, EDF Energy, The Aircraft Carrier Alliance, British Sugar and Cunard. Became a UX Project Manager on Typo 3 Content Managed Global Website build and Mobile App for the UK market. Acted as UK Data Protection Officer for 18 months where I ran the whole GDPR implementation project for BOLLFILTER UK in conjunction with German head office, ICO and consultants. All the documentation and legal hurdles to manage with a great deal of help from various professional bodies as well. Unable to secure reasonable compensation, so left business.

Project Manager for THE CORNER (London) Contract June 2012 - July 2012

Working on Orbis Access; new ecommerce Wealth Management new mobile device website for Investment Bank. This was a ground breaking departure from the normal banking websites I've seen. Using the Basecamp xp project management system. Stakeholder management, fast track agile design, wireframe then building to SEO benchmarks. Scrum and User Story plans, IA for UX.

Business Analyst for GROUPEM WPP (London) Contract February 2012 – June 2012

B2b media planning tool and app called ColSpace for Boehringer Ingelheim. On this project I had to utilise a clever piece of software while working with the stakeholders to customise a new media tool for the analytics of client's media spend.

Digital Producer for BILLINGTON CARTMELL Contract Jan 2012 – February 2012

Working on Elizabeth Arden; Mobile, Facebook and Microsites. Plus, Ella's Kitchen; email marketing and SQL database creation, plus email marketing and their new website. Using the JIRA xp project management system.

Project Manager Hogarth WPP (London) Contract September 2011 – December 2011

Pharmaceutical transcreation digital content projects for Pfizer, Allergan and Novartis. Transcreation print and digital content projects for Hewlett Packard becomes an easy Christmas contract taking the pressure of a busy growing business.

Digital Marketing Manager MWBex/REGUS (London) Contract Mar 2011 – Aug 2011

The Marketing Director at MWB took me on to manage the Drupal Website build, I instantly took the reins to put this project back on track and managed all the Stakeholders for MWBEX/Regus Release 1 website.

Content Project Manager Standard Life (Edinburgh) Contract Nov 2010 – Feb 2011

Release 1 delivery of Adviserzone a large 500-page CMS Extranet website. A large project working with IBM who were the technical leaders. A fully Agile/Waterfall environment with an international on-site Project Team of 110 people on-shore and 50 offshore.

Contract Roles 2008 - 2010 in the following agencies and companies

McCANN ERICKSON Digital Project Manager

INFINITE-GROUP Retail Project Manager

ICLP Project Manager

EXPOSURE Project Manager

NAKED-COMMUNICATIONS Traffic Manager

SMARTFUSION Project Manager

EURO-RSCG SKYBRIDGE Project Manager

23RED Project Manager

OGILVY-ONE Project Manager

PUBLICIS-DIALOG Project Manager

FITNESS INDUSTRY ASSOCIATION Project Manager

NAT-WEST BANK Project Manager

Full-time Employment up to 2008 in the following agencies and companies

ALTAVIA GROUP Senior Project Manager

INTELLIGENT PRODUCTION SERVICES Print Buyer

ALCONE LONDON Production Director

STEPHENS & GEORGE London Sales Person

WASS PRITCHARD Printer/Cost Estimator

WILLIAMS LEA Proofer

WORKING ON MANY VARIED CLIENT ACCOUNTS

LBC | Sky | Sanofi | Amazon | Standard Chartered | Dunelm | Dove | Nissan | 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 | Stella Artois | Nokia | Kaupthing Bank | Bacardi | Canon | Direct Line | Sony PlayStation | Three | Kimberley Clark | General Motors | Ford Truck | Shell Downstream Retail | Hotpoint | BUPA | Bollfilter | Mars 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 | IBM | Hot Tuna | Seagram | Esso Petroleum | Channel Four Television | Cadburys | NSPCC | Thames Water | Shell Retail | White Claw | Saga | Direct Line | Pilgrims | Marvel | Cadburys | Apple | Capital FM | Smooth | Radio X | Classic FM

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, timing plans 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.

People 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 G-Drive and Google Suite. MS Office: Word, Excel, PowerPoint, Publisher, InDesign, Photoshop, Illustrator, MS Project and Smartsheets.
- Web Content Management Systems, Applications, Tools & Platforms: Papirfly, Drupal, WordPress, Joomla, Typo3, WooCommerce, Google Analytics, Google Search Console, Logic Audio, Adobe Creative Suite, iOS, Android, Slack, Zoom, Bluejeans,

Laurence Dunn CV Resume 2023

- Email marketing software: Active Campaign, Mailchimp, Constant Contact, Acyba, AcyMailing, Mailing Manager.
- Project Management and DAM Software: I have worked across several project management applications including Jira, Confluence, Fido, Basecamp, SharePoint, Box, Salesforce, plus bespoke systems.
- Fully adaptable to many different CRM, ERP, Salesforce and finance software systems like OMG Hub, Traffic, Team-Haven, DDS, Paprika, Trello and Concept.

Useful Abilities

- Keen videographer and photographer: Windows Movie Maker, Vimeo, iMovie, Cinema 4D and YouTube Studio. I currently have technical videos online that get over 250 views per day on YouTube and 78% 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

2013 - 2023 Chartered Institute of Marketing. MCIM Professional Marketer

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

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 Chartered Institute of Marketing, *London College of Communication* alumni, plus my hobbies; *Jeep-Club.co.uk*, *Mustang Owners Club GB*, photography, making videos, muscle car and classic truck builds, sea swimming, kayaking, collecting records/CDs and history. Unashamed petrol head and vinyl junkie.