

NAME: **Laurence Dunn**
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Summary Experience:

22 years' experience in project and service management, gained while working in an international environment. Extensive background in implementation of project objectives and work packages. Hands-on experience with service delivery, development, monitoring, and support. Vast expertise in budget control and cost analysis.

Skills, Expertise and Attributes:

- Budget control
- Communication skills (reporting)
- Contract management / negotiation
- Key customer requirement / learning objective analysis
- Project management / consultancy provision
- Project objective / work package implementation
- Risk analysis
- Service cost analysis
- Service delivery / management / support / development / monitoring / troubleshooting
- Service description
- Service plan creation / principles application
- Stakeholder management / cooperation
- Training material development
- Training provision
- Vendor performance monitoring / review

Education:

- National Vocational Qualification NVQ Level 4, Printing Full Technician, Credit, London College of Printing, University of the Arts London / City and Guilds of London Institute, United Kingdom, 1975 – 1979

Professional Experience:

Marketing in Essex, United Kingdom – (OWN BUSINESS)

April 2023 – Present

Project Manager and Marketing Coordinator

- Currently doing website and social media updates and SaaS online services for private clients. Plus, merchandise production using screen printing, flexo, pad printing and digital printing.

Global, United Kingdom

September 2022 – March 2023

Project Manager

- Managing advertising projects for radio station brands, such as LBC, Radio X, Global Player, Capital, Heart, Gold, Classic and Smooth.

Saatchi & Saatchi, United Kingdom

April 2022 – July 2022

Creative Producer

- Providing team support by working on Direct Line/Marvel projects and Richmond Minis.

VCCP, United Kingdom

March 2022 – April 2022

Integrated Creative Producer

- Providing holiday cover campaign support for multiple national and international consumer brands Saga, Cadburys, and White Claw.
- Managing the Retail Campaign Project.
- Liaising with clients to gather and analyse requirements.
- Preparing campaign plans and monitoring campaign realisation milestones, tracking project progress.

Symphony Talent, United Kingdom
Senior Project Manager

August 2021 – January 2022

- Working on employer brand EVP projects for Sanofi, Standard Chartered Bank, Sky, Mars, Amazon, and Dunelm.

Marketing in Essex, United Kingdom – (OWN BUSINESS)

April 2020 – July 2021

Project Manager and Marketing Coordinator

- Worked on new Loz's Cool Rides brand creation for YouTube channel and Bollfilter UK Advertising and social media plus Direct Marketing projects and set up an online shop for Sewing Kingdom.

Infinite Field Marketing, United Kingdom

October 2019 – March 2020

Retail Display Checker

- Providing the UK-wide retailer display checks to ensure they were set up correctly as the brand retail campaign guidelines.

Unilever, United Kingdom

June 2019 – October 2019

Project Manager

- Updating Unilever brand identity for Oliver Agency.
- Creating and ensuring proper maintenance of service delivery plans and service descriptions to deliver quality services in a timely manner.
- Providing service support, guidelines and directions as well as ensuring continual service improvement.
- Managing a branding project for Unilever.
- Managing video preparation activities, preparing, and evaluating digital assets.
- Liaising with clients to gather and analyse requirements and developing new services, based on findings from customer requirement analysis.
- Preparing campaign plans and monitoring campaign realisation milestones, tracking project progress.
- Preparing promotional materials for the print media.

Bollfilter, United Kingdom

June 2012 – June 2019

UK Marketing Manager / Consultant

- Participating in creation of learning tools for video, audio, graphics, and e-learning to introduce employees into the new marketing strategy.
- Shooting video and editing the footage in post-production.
- Managing video and multimedia productions, producing videos in HD, shooting 10 videos in over 2 years, and hiring a video production company.
- Developing high-level induction materials for training purposes, including training materials on websites, marketing, advertising, and analytics.
- Developing online/offline induction materials and sourcing software platforms and partners.
- Preparing MS PowerPoint presentations regarding the Horizon Telephone Management Software as the basis for training courses for Bollfilter staff to learn key features.
- Preparing MS PowerPoint-based training materials as the basis for key features and cost implications evaluation.
- Distributing 10 training videos through the company's website and YouTube.
- Scoping 10 video projects.
- Writing scripts and conducting research to properly explain technical terms.
- Liaising with internal and external stakeholders, leading the development through multiple layers of approval to create final versions.

- Editing video content with MS Windows Movie Maker, iMovie, utilising Logic Pro for sound edits and Adobe Photoshop for still images.
- Analyzing key customer requirements and objectives.
- Consulting in projects for clients such as Shell International Trading and Shipping, Anglian Water, Thames Water, Babcock, EDF Energy, The Aircraft Carrier Alliance, British Sugar, and Cunard.
- Writing scripts and employing voiceover actors.
- Preparing storyboards in Adobe Photoshop and voiceover recording in Logic Audio.
- Choosing optimal delivery formats in accordance with customer requirements, gathering customer requirements and developing new services based on them, to include risk analysis regarding service development and delivery processes.
- Managing the production of iOS and Android applications as well as a CRM mailing system to fit client requirements.
- Utilizing authoring and development tools to redo customer videos in multiple languages for TV and large screens.
- Changing business segmentation for application-based marketing.
- Planning the structure of a new website.
- Editing videos for YouTube in MS Windows Movie Maker.
- Running the GDPR implementation project for Bollfilter UK, as the designated UK Data Protection Officer, in conjunction with the head office and consultants.
- Training staff on data protection and analyzing key learning objectives.
- Managing documentation and legal aspects in cooperation with other professional bodies.
- Coordinating the marketing efforts of the company on the UK market and recommending a move to engage with customers and prospects in 50 “Application Focused” market segments, catered for by Boll & Kirch.
- Auditing all UK marketing activity, checking performance via rigorous analytics.

The Corner, United Kingdom

September 2012 – November 2012

Digital Project Manager

- Participating in the development of Orbis Access, a new e-commerce Wealth Management mobile device website for Investment Bank.
- Utilizing the Basecamp XP project management system.
- Managing stakeholders.
- Choosing optimal delivery formats in accordance with customer requirements.
- Developing a fast-track Agile design and wireframe, then building to SEO benchmarks, Scrum and User Story plans, IA for UX.

GroupM WPP, United Kingdom

March 2012 – July 2012

Business Analyst

- Managing, monitoring, and delivering services as well as identifying and resolving occurring issues.
- Participating in development of a B2B media planning tool and application called ColSpace for Boehringer Ingelheim.
- Adapting ColSpace Media Buying Software features to instructions for individual end-user companies such as Shell and Unilever.
- Preparing MS PowerPoint presentations on ColSpace Media Buying Software as the basis for training courses.
- Customising a new media tool for the analytics of clients’ media spend.
- Identifying all the data and application bugs to provide high quality services.
- Analysing key customer requirements and objectives to provide high quality services.
- Cooperating with stakeholders to customise a new media tool for the analytics of client’s media spend for all their global WPP media planners.

- Utilizing further identifiable data management analytics, including gathering and specifying, UAT and regression testing for the new global software (media analytics tool) and extranet and data management projects for all WPP agencies.
- Identifying all the data and application bugs for a retro fix and subsequently deploying the website.
- Implementing project objectives and work packages and meeting milestones before deadlines.
- Briefing customer user teams on the web development techniques to enable them to carry out correct user experiences and be fully integrated into the tools and set up of data management.

Billington Cartmell, United Kingdom
Digital Producer

January 2012 – March 2012

- Participating in the project for Elizabeth Arden mobile, Facebook, and Microsites, Plus, Ella's Kitchen.
- Performing email marketing and creating SQL databases.
- Utilizing Jira and Basecamp XP in the project management process.

Hogarth WPP, United Kingdom
Project Manager

September 2011 – January 2012

- Managing the pharmaceutical transcreation of digital content projects for Pfizer Allergan Novartis and IT client transcreation print, and digital content projects for Hewlett Packard.
- Managing a project for Rolex Global advertising, consisting of press and advertising banners with Spongecell DART technology for direct response marketing.
- Choosing optimal delivery formats in accordance with customer requirements.
- Reworking and adapting the campaign for 60 local markets, ensuring QR codes and click tags were all correctly executed while following the master guidelines, executed, and adapted to all the media sizes and adaptations and rigorously proofread.
- Formulating the content for online use.
- Developing image control that follows the brand guidelines and copy transcreation for global markets using WPP's FIDO (PM system) that manages the workflow.

MWBex / REGUS, United Kingdom
Digital Marketing Manager

March 2011 – August 2011

- Managing and monitoring services as well as contributing to the service delivery processes, meeting deadlines, key milestones, and deliverables in accordance with service delivery plan principles.
- Managing all stakeholders for MWBEX Release 1 new website.
- Implementing project objectives and work packages.
- Preparing SEO.
- Migrating content and creating workflows.
- Advising on Drupal CMS build and deployment.
- Cooperating with the Systems Architect to build and deploy social marketing platforms, information architecture and site structure to align the website with required user journeys.
- Defining and establishing BAU operating models for the marketing team.
- Performing UAT and SIT testing.
- Coordinating the online planning of all website keyword and meta data content, dynamic rich media as well as SEO content strategy.

Standard Life, United Kingdom
Content Project Manager

November 2010 – February 2011

- Overseeing the Release 1 delivery of Adviserzone a large 500-page CMS Extranet website.
- Cooperating with IBM as technical leaders.
- Implementing a fully Agile/Waterfall environment with an international on-site Project Team of 110 people onshore and 50 offshore.

- Performing daily stakeholder management of the content resource, including Web Publishing, WebSphere Retail Ecommerce, Marcomms and Brand, Product Stakeholders.
- Coordinating all website content, including dynamic rich media, optimisation content, legacy content and new creative content streams from agencies and other suppliers.
- Defining the information architecture and site structure to align with required user journeys.
- Cooperating with external design agencies.
- Defining and establishing BAU operating models.
- Advising on CMS build and deployment, working with Technical Design Architects to build and help deploy new portal technology.

Freelance, various Ad agencies United Kingdom

September 2007 – October 2010

Project Manager

- Utilizing MS Word, MS Excel, and Adobe Acrobat in the conducted projects.
- Managing projects for ICLP Vivid Lime, Exposure, Naked Lunch, 23red, Smart Fusion, Euro RSCG Skybridge.
- Buying creative services and planning materials production.
- Overseeing all creative and production workflow.
- Putting together retail and online activity for Smart Fusion's clients.
- Developing a complex Silverstone Formula 1 Car park promotion activity for Bacardi, which included uniforms, sound system, graphics, and PC interactive displays.

Altavia-Group / Altavia-HTT, United Kingdom

September 2004 – September 2007

Agency Project Manager

- Participating in the process of creating Service Level Agreements (SLA), suggesting improvements, and providing advice.
- Scoping 20 video projects for the client Indesit.
- Utilizing authoring and development tools to redo customer videos in multiple languages for TV and large screens.
- Editing film footage for local markets and multilingual voiceovers for web training (e-learning) videos.
- Analyzing and understanding key learning objectives while preparing training materials.
- Managing video and multimedia productions.
- Managing end-to-end development process of induction materials, providing guidance to specialists of other disciplines involved in the induction process.
- Preparing cost analysis for services, to include for the adaption for the English-speaking market.
- Hiring the correct resources to meet quality and timing plans for campaign launch.
- Providing project management.
- Managing Avid production suite.
- Utilising Adobe InDesign, MS Publisher, and Adobe Illustrator for still images.
- Participating in the project for a French owned communications agency reporting to Heads of European Operations.
- Liaising with clients regarding their requirements and the realization of their multimedia productions.
- Providing briefings to merchandising teams for Shell Downstream Retail Campaigns.
- Buying creative services.
- Planning materials production.
- Working with After Affects and Briefing Video Editors and Voiceover Teams.
- Ensuring files size and specifications were correct for all users.
- Contracting postproduction houses in Soho London.
- Cooperating with teams from 20 projects for Shell Downstream Retail in UK, the Netherlands, France, Germany, Italy, Greece, Belgium, and Ireland.
- Managing the UK part of 12 market operation for the Hotpoint-Indesit 'Aqualtis' press and trade launch event.

- Controlling the budget of £580,000, handling the supply chain and sourcing all materials from Turkey and Italy.

**Intelligent Print Solutions /
Charterhouse DM Production, United Kingdom
Production Manager**

October 2003 – September 2004

- Managing project development (DM) for such clients as Virgin Trains, ING Bank, James McNaughton Paper, Chartered Institute of Personnel Development, Sony-Europe, and Goodyear Tyres.
- Reporting to supervisors as the Group Head.
- Rolling out the new Goodyear Tyre catalogue.
- Selecting vendors to produce high-quality catalogues.
- Being responsible for an undertaking involving customs clearances into Russia and other non-EU Eastern European states.

**Alcone Marketing (Omnicom), United Kingdom
Production Manager**

December 1999 – September 2003

- Being responsible for the management of outsourcing and vendor selection, including management and negotiation of contract as well as third-party vendors performance monitoring and review.
- Cooperating with sister agencies during online projects.
- Producing an interactive installation to support the launch event for the new E-Class Mercedes-Benz.
- Managing the re-branding and encryption manufacturing in a top-level security project.
- Developing a wide range of marketing promotional materials for the Glasgow Vue (Warner Village) cinema launch event including 96 sheet posters and director's chairs being chained to numerous city structures.
- Coordinating the supply-chain for event campaign realization.

**Freelance, - various Freelance clients United Kingdom
Project Manager / Print Buyer**

April 1997 – December 1999

- Managing the end-to-end development process of induction materials, providing guidance to specialists of other disciplines involved in the production process, e.g., preparing a briefing brochure for Health Club Members in the Millennium Diary project.
- Producing testimonial books, including copywriting, sourcing pictures, and selling advertising space.
- Improving photo quality of the IBM Magic Box Launch by developing usable formats for production of marketing toolkit.
- Managing a budget of £5M to produce materials across a range of integrated activities including outdoor, press insert and CD Rom IBM Dealership.
- Producing and organizing print for the Madgex@NatWest USA launch brochure for NatWest.
- Managing the sourcing of production elements for the NSPCC Millennium Diary project.
- Buying and producing for Rebel Media PR Agency, during the Casio worldwide event "Air & Style 1999" and on the Hot Tuna Account.
- Coordinating large print production jobs.
- Directing photoshoots.

**Wide Boys, United Kingdom
Studio Manager/ Print Buyer**

July 1992 – April 1997

- Managing advertising and printing activities.
- Marketing new business.
- Conducting financial control.
- Hiring staff.

Millennium Agency, United Kingdom
Sales Manager/ Print Buyer

July 1988 – June 1992

Using my experience to the maximum in this Design Company. The client list included Esso Petroleum Ltd, Power Breaker, Essex County Council, Colas Building Products, Circa Leisure plc, Channel Four Television and Technical Casino Services. Bought in 750k GBP of new business. PAYE Employee.

Wass Pritchard & Co, United Kingdom
No.2 Machine Minder | Estimator

January 1981 – July 1988

Apart from the high-quality design company clients like Harrods, they worked directly for Cadburys 'Wispa' launch during 1985, British Telecom privatisation literature during 1986. Silk Cut and Benson & Hedges worldwide promotions/insert cards Nestle chocolate and canned food labels, Wilkinson Sword, Warner Lambert haircare and AEG. I successfully completed BPIF estimating & production training courses. As this was a family owned business, I was trained on Miller printing machines. I also set up the artwork studio from scratch. This role included the use of special inks that were brand colours, 5th and 6th plates beyond CMYK, which meant bulk ink mixing and pantone matching.

Harrier Print (Map printing & Greeting Cards), United Kingdom **July 1980 – January 1981**
No.2 Machine Minder

I became a journeyman printer and stayed on running large Dufa and Mailander presses. This role meant colour mixing for specials using the pantone system for pinks and metallics for specialized printed products.

Gateway Press - (Trade Wet Proofing Litho), United Kingdom
Machine Proofer

Jan 1980 – July 1980

I became a journeyman printer and stayed on running large Dufa and Mailander presses. This role meant a lot of ink colour mixing for specials using the pantone system. This was done via old school methods of ink pipette or by eye and finger dabbing.

Williams Lea FM Photoprint – (Reprographics), United Kingdom
Apprentice Machine Proofer

August 1975 – Dec 1979

- Creating and printing proof.
- Maintaining machines.

Completed an apprenticeship at Williams Lea (Photoprint), who also went to the London College of Printing. I became a journeyman printer and stayed on running large Dufa and Mailander presses. This role meant a lot of ink colour mixing for specials using the pantone system. This was done via old school methods of ink pipette or by eye and finger dabbing.

Training, Qualifications and Certifications: United Kingdom

- 2021 – UKSV SC Security Clearance 10 years NATO level
- 2018 – Chartered CPD Certificate, Chartered Institute of Marketing
- 2017 – Chartered CPD Certificate, Chartered Institute of Marketing
- 2016 – Chartered CPD Certificate, Chartered Institute of Marketing
- 2013 – MCIM Professional Marketer, Chartered Institute of Marketing
- 2007 – Affiliate Professional Marketer, Chartered Institute of Marketing
- 1989 – Sales, Customer Retention, Bids and Business Pitches, IOP Institute of Printing UK
- NVQ Level 4, Printing Full Technician, Credit, London College of Printing 1975 – 1979

Language Skills:

- English – Native
- French – Fair