

Curriculum Vitae

www.cbdesigns.co.uk

<http://issuu.com/cbdesigns>

Name: Claire Marie Baker

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Personal Statement/Skills

Dynamic & creative strategic thinker/designer/marketer who is highly ambitious & motivated.

- Publishing, agency & In-house experience
- Brainstorming – conceptual thinking
- Prioritising workflow
- Creating print ready artwork
- Working to Brand Guidelines
- Working across Multilingual artwork
- Copywriting
- Print Buying
- Eye for detail
- Problem solving
- Versatile online/offline promotions
- Good communicator /negotiation & networking skills
- Efficient team player & ability to work on own initiative
- Project managing
- Strong organisation skills
- High production levels
- Experienced within an International environment

Graphic Applications PC & MAC

Website, Animation Applications:

Other Applications:

- Adobe Creative Suite
- InDesign
- Photoshop
- Illustrator
- Quark Xpress.
- Dreamweaver
- Flash
- Final Cut Pro
- Microsoft Word/Excel
- Adobe Acrobat/Distiller
- FTP Programs
- Flightcheck
- Powerpoint

Key Achievements

- Full responsibility on the creation of the Massey Ferguson merchandise email campaign design. Compared with November 2009 last year visitors in 2010 up 40%, order numbers up 25% and order value up 50%
- Project managed the MF 10+ Original Parts Global Campaign (ongoing yearly). 12 promotional advertisements appearing in three publications each month.(UK/IRE) Classic Tractor, (Norway) Traktor and (French) Tracteurs Passion Et Collection. Designed, Identified and changed product placement which increased revenue/response rates.
- Secured and had full responsibility on the Regional Co-op Ad campaign/competition (20k account) 'Win A Nissan Micra Walk in Drive Out'. 12 months promotion across Staffordshire. Successful promotion which received a design award–also received good response of entries and volume of people at the event/draw.
- Project managing The Pertemps Group advertising and sales marketing literature increasing response rates/revenue.

Employment History

EXCEL Machine Tools <http://www.excelmachinetools.co.uk>

2011 Present - Marketing Manager

Reporting directly to the MD, managing all marketing communications in house and the art direction of all promotions. Developing the companies branded image with supporting slogans. Creating a new consistent corporate style across all advertising both on and offline. Researching and designing the product catalogue, updating the company's website, advertisements for Trade magazines, exhibition designs, newsletters and email campaigns. Reviewing advertisement placement and implementing a new marketing strategy to increase revenue and response rates. Responsible identifying new business opportunities , expanding existing markets & identifying segmentation opportunities. Recording/analysing these findings.

AGCO Corporation www.agcocorp.com

October 2009 - December 2010 Maternity Contract

Graphic Designer/Sales Promotions & Publications Specialist. Parts Marketing Department

Reporting to the parts marketing manager, responsible for providing creative designs / solutions for sales promotion, literature and advertising materials. Produced creative material for a variety of big brands in house - Massey Ferguson, Valtra, Fendt and Challenger. Both on and offline at AGCO (which is the largest agricultural equipment manufacturer). These brands are sold in more than 140 countries through one of the largest distribution networks in the industry.

Following Corporate Guidelines for all machinery brands across all markets - UK & Europe. Design work Included branded promotional material – collection catalogues/mailers, flyers/leaflets, new branding strap lines, POS, banners, email campaigns/newsletters and internal and external marketing communications across all tractor brands.

Responsible for arranging the print production of promotional materials across all brands. Co-ordination of the physical delivery of the marketing collateral - liaising with printing suppliers, publications, external agencies and mailing houses. Chasing product managers, negotiating quotes, requesting specific print specifications in regards to paper material to sustain quality in the execution. Attend monthly meetings, advising product managers on their specific promotions, cost effective print buying to save on advertising budgets, with the option to create more promotions as a direct result.

Experienced working with multilingual artwork, arranging translations, typesetting and approval through to print buying, proof reading work - all within agreed budget limits.

Maintaining promotional web pages such as the AGCONET Online Shop/ MF Customer Support web pages. Preparation of product images in Photoshop and final PDF creation uploading and managing Netprint promotions online, maintaining the MRM Stock report for global promotions for all brands in the Parts Marketing literature warehouse.

HMM - Haselour House Media – Design & Advertising Agency

<http://www.haselourhousemedia.co.uk>

**2007 – 2009 Personal Marketing/Sales Assistant to the MD/Creative Conceptual Thinker/Designer
MANAGING DIRECTOR: SUE ARNOLD**

Reporting directly to the MD on a daily basis, responsible for arranging advertising, planning/designing marketing events and campaigns both offline and online. Directing the execution of new concepts with colleagues. Designing advertising from concept to completion, incorporating & applying new conceptual ideas whilst keeping within corporate guidelines for chip companies such as Rentokil/Initial and the 'Pertemps Group' (who have 200 offices and a turnover of £350million plus several SME's in the marketing of their business).

Produced creative advertising for external clients – tenders, campaigns, leaflets, flyers, Powerpoint presentations, photography, proof reading, writing copywriting proposals & producing new creative copy.

Responsible for developing and overseeing/project managing the whole of Success website. (A new initiative to help promote businesses across Staffordshire). Creating new branding, managing the website via CMS & preparing e-bulletin & email alerts for events. Marketing techniques - attracting and retaining a growing base of external customers. Researching, pricing, promoting and selling advertising. Attending client meetings to pitch ideas via presentations. Liaising with client's face to face, phone calls & through emails when sending proofs for approval. Chasing all Pertemps branches ensuring the deadlines of are met.

Central Independent Newspapers

<http://www.northcliffemedia.co.uk/our-regions/midlands-and-north/midlands>

2000 – 2007 Graphic Designer/Artworker Department: Pre-Press /AD-Creation

The CIN group (owned by Northcliffe Media) has a collection of news publications around the Midlands.

Creating print ready artwork – for one day briefs on ad campaigns to smaller scale press advertisements, classified, full page spreads, front page teaser ads/ features. Experience working in a busy environment. Worked closely with editorial, production staff/colleagues in the design studio/pre-press, scanning team and page output.

Published work in both newspapers & magazines titles: The Tamworth Herald/Leader, Cannock, Rugeley & Lichfield Mercury, Great Barr Observer, Sutton Coldfield Observer, The Journal.

Education /Qualifications - References available to view via my [LinkedIn account](#)

2002-2005	UCE Birmingham - Institute of Art & Design,	
	2.1 B.A. (Hons) Bachelor of Arts with honours Visual Communication in Graphic Design	
	Burton College BTEC National Diploma in Graphic Design. Awarded a Distinction	
2000 - 2002		
1994-1999	The Rawlett School	9 GCSE's (6 A-C)

Extra Information/Interests /Activities

Tamworth Table Tennis & Tennis League player. Aston Villa supporter/season ticket holder.