

# Curriculum Vitae

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## Personal Statement

**Dynamic & creative strategic designer who is highly ambitious & motivated.**

## Skills

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

**Graphic Applications PC & MAC** • Adobe Creative Suite

**Other Applications:** • Microsoft Word/Excel • Adobe Acrobat/Distiller • FTP Programs • Flightcheck • Powerpoint

## Key Achievements

- Full responsibility on CQC Campaign for UHCW NHS Trust created banners, pop up stands, posters, digital graphics etc
- 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.
- Project managing The Pertemps Group advertising and sales marketing literature increasing response rates/revenue.
- 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 received good response of entries and volume of people at the event/draw.

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## Employment History

### NHS Trust UHCW Hospital

**Jan 2020 Present – Lead Graphic Designer Communications Department**

Working at the University Hospital Coventry Hospital as part of a newly formed communications team, to combine creative work with technical know how to produce high-quality designs that support two hospitals University Coventry & Warwickshire and the many health services the UHCW provide. This new role is right at the heart of corporate communications all internal and external communications work supporting and engaging 9,000 staff and the million patients the NHS serve. Developing designs from an initial brief to print-ready artwork and digital distribution from patient leaflets to social marketing campaigns that help achieve change.

### EXCEL Machine Tools

**July 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.

### Stratique Advertising & Design Agency (Contract)

**January 2011 – July 2011**

Working with the team attending brainstorming meetings to develop ideas on campaign briefs. Designing both print communications and online work on my own initiative.

## **AGCO Corporation**

**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 promotions. Produced 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.

## **Haselour House Media Design & Advertising Agency**

**2007 – 2009 Conceptual Graphic 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.

## **Central Independent Newspapers**

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

The CIN group (owned by Northcliffe Media). Created print ready artwork for one day briefs on ad campaigns to smaller scale press advertisements. Experience working in a busy environment. Published work in both newspapers & magazines titles: The Tamworth Herald/Leader, Cannock, Rugeley & Lichfield Mercury, Great Barr Observer, Sutton Coldfield Observer and The Journal.

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## **Education**

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2002-2005 **UCE Birmingham - Institute of Art & Design**,  
2.1 B.A. (Hons) Bachelor of Arts with honours  
Visual Communication in Graphic Design

2000 - 2002 **Burton College**  
BTEC National Diploma in Graphic Design.  
Awarded a Distinction

1994-1999 **The Rawlett School** 9 GCSE's (6 A-C)

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**Awards** Most Creative Conceptual Graphic Designer 2019 - West Midlands. SME News

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**Other** Representative for MPFT Trust February – November 2019, Applied to become a Trustee at Coventry & Warwickshire Mind awaiting meeting with CEO Steven Hill. Table Tennis player was ranked 25 in country/represented Warwickshire County.