

Intro

Until covid I was working as a DPM across web builds, content and search marketing and campaign, including areas of digital design across a range of clients - multi-national to SME.

I have since returned to freelancing and have technical, creative and marketing skills and expertise that span from the year 2000. I created a new site at the start of lockdown - and this provides a snapshot of some of the work projects, for which I can provide the necessary references, client recommendation and for a portfolio - please see link above.



ANNIE VEALE

Organised, digital expert

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You will notice from the attached CV that I have also held a number of agency roles, these leading to more senior management roles and extensive experience gained client-side, independently and freelance. I lead by example and expect a lot from my team and will make myself available to provide hands-on support. I also strongly believe in credit where credit due and to allow the time for collective, focused, creative thought and project debriefs. I am familiar with both waterfall and agile management styles and have a highly methodical and analytical mindset with skills in problem solving creatively.

I have particular strengths in areas of campaign planning – starting with extensive analysis across all channels and interactions. I am able to manage the creative, messaging and delivery required to ensure quality interactions and ensure that the ROI on paid digital advertising and search is improved - often delivering compelling evidence on re-allocation of budgets across the digital mix. My creative skills are also extensive and will ensure branding is tight and messaging is on point. I am all about delivering quality and value, this extends not only to your interactions with me, but more importantly, enhancing your end users experiences of your company.

I have much experience in the start-up and thrive on the energy, multi-outcome projects and informational exchange. I have exceptional communication skills and well versed in not only big picture thinking but also pre-mortem thinking. I would be delighted to talk and discuss your requirements.

Kind regards

Annie Veale

Experience Summary

Adobe creative suite 15-20 years
and some CAD 1-3 years
Web development and
design - 15 years
Project management - 5 years
Account management - 6 years
Mid management - 5-6 years
Entrepreneurial/start-up/
new projects - 11 years
Marketing and advertising - 7 years

Annie Veale

Please find additional information regarding my experience contained within the skills and interests, later in this document.

Currently ...

I am currently up to date on the daily management and implementation of digital PPC, social and display advertising and marketing, utilising the main platforms involved in digital marketing management. During 2019 I worked in digital publishing and sales and also within an architectural practice to implement marketing strategies and social media with all necessary cultural and process changes required to do so. I returned to freelancing during the latter part of 2019, working in digital project management across multiple accounts and video and social media utilising skills in creative as well as strategy, brand, communications and analytics. I am looking to get back to my core specialisms of Marketing, web design, project management and design.

Employment ...

Various Employers

Contract and Freelance roles

2014-2019

From 2006 although my main area of focus is as described below, I have held many short-term or contracted roles in areas of business development, art working in production studios and general marketing or client services positions. Online, e-marketing, SEO, PPC and digital marketing have featured consistently in roles from the year 2000. These responsibilities tend to be more managerial and strategic to full fill branding, communications and campaign objectives.

Marketing and Membership Institute of Acoustics

Institute of Acoustics

2018

>>Marketing strategy >>Digital marketing >>Creative >>Content >>Social media >>Website developments
>>Presentations

Research and development works providing analysis and schedules whilst completing the necessary daily implementation of social media and PPC, SEO and delivering plans for the development of online resources and website developments. Working with external suppliers, online channels, print and traditional media. A contract for marketing, with a significant proportion of this work detailing online, web development, social media, marketing and creative.

Project Management Business Development Director

OrganiciQ E-commerce, Marketing and B2B New business iQ Commerce Ltd.

2006- 2014

>>Business Development responsibilities >>design responsibilities >>Creative and Branding
>>All associated report, profiling, sales & project management duties >>Web design: data driven web architecture, design & optimisation >>Food development, menu design & management >>purchasing >>legal >> Digital & print design work >>Product >>furthering brand and product reach and facilitation of sales and promotional communications.

This role was a formal contracted role for a company that was formed as a result of development works started in 2006. Predominantly it was a commercial role requiring analysis and evaluation of key trends and developing systems and communications for B2B and internal communications. There were equal responsibilities in creative and commercial direction, this leading on from a varied project management role requiring the management and sales management of various digital and product development projects. Dealing with multiple contractors in the coordination of multiple projects and sales tasks. Delivering presentations and initiating new business with senior directors whilst also working with producers and artisans. The digital element within this role is extensive, also delivering creative and database solutions and methodologies.

Business Development Manager

Rossett Hall Hotel - Best Western - Cheshire

2006-2007

>>Sales & lead generation >>Design print & promotional products >>Web design & creation >>Media planning & buying >>Back of house, operations & CRM improvements >>Collateral formatting, creative & design management >>Event management, corporate, meetings, fairs
My requirement was purely responsible for the events and business development for the business facilities, restaurant and accommodation products. Systems and communications in relation to press, PR, Best Western and implementing schedules to cover immediate (building phases), mid and long-term objectives. This was completed within this time alongside the creative organisation of product and client communications.

Sales & Marketing Management

Employed to cover MBS & UoW products in North Wales/Manchester.

2005- 2006

>>Sales & advisory services of MBA & DBA products >>Internal communication >>Marketing & sales reporting >>Annual review & agency direction >>Product values between £13,000 & £40,000

This role directly communicated to clients (typically senior managers within global corporates operating within areas of finance, engineering and accounting). Also reporting and communications between overseas offices in Dubai, Jamaica and internally within the Bangor and Manchester offices/schools. Essentially, I was covering marketing and sales roles requiring sales and marketing works, this also translated to provide business insight and contributing to product development, online content and formatting as well as key communication deliveries at global fairs and seminars. I exceeded all targets.

Special Projects Management

Conrad/Artavia multiple sectors, majoring in travel, tourism & hospitality.

2001- 2004

>>Project management & new business generation >>Online keyword campaigns & bid management >>Financial budgeting/reporting >>CRM: Operation of Goldmine based system >>Creative direction, adverts, projects, account management, pitches >>Media included: National press supplements, regional press, DRTV, radio, outdoor, niche, consumer & trade mags >>E-marketing: conceptual & lead generation >>Sales identification, implementation & management Starting as an account executive and quickly acquiring sales management responsibilities for clients including AITO and ABTOF I gained a promotion to manage, implement and coordinate the sales, concept and creative of projects offering the clients new platforms or allowing the agency to pursue previously untapped opportunities and sectors. I reported directly to an office manager on creative and to the MD for accounting and financial reports providing internal communications via CRM and crystal systems deployed by the agency.

Prior Roles...

Included sales and marketing for communications companies, insurance and training and education clients, managing sales teams and managing client accounts and new business.

Education...

Abbotsholme

8 GCSEs obtained &

3 A Levels obtained Art, Economics, Geography

University of Northumbria

Fashion Design Studied

Vocational & CIM

Business, Advanced Certificate in Sales, Food Sciences.

Business Management & CPD Qualifications.

SAS Querying and Reporting.

GA Product Management

CIMSPA & REPS Nutrition and fitness diplomas.

Skills Summary...

A number of independent and smaller freelance contracts have also been completed concurrently with the main roles detailed above, this summary details my main areas of my expertise.

Marketing & Technical Skills

>>SAS training completed, querying and reporting >>Experienced in PPC, SEO, e-marketing, social media and ecommerce. >>CRM packages to include Sage, Salesforce, Goldmine & with programming/customisation experience for databases, both dynamic & static. >>Understanding of flash, java, html, MySQL & php >>Server-side management >> Social Media >>Reporting and familiar across most management and project management platforms >>Extensive CPD qualifications across multi-channel marketing functions.

New Business, Operations

>>Formatting informational display >>Managing internal and external teams and resources to activate new revenue streams & monetise products >>Pricing & data management >>Purchasing and buyer responsibilities within sectors of foods, gifts and homes >>Legal and corporate law exposure at director level >>Lead generation and PPC implementation, analysis and profiling, reporting and communications >>Sales management and sales experience >>Strategy, affiliate, events and presentation with some bid/tender writing.

Management

>>Training, operation & direct responsibility of teams of up to 30 people. >>Managing projects, products & tasks, ranging from multiple property portfolios in the Alps, to successful sales projects, product development and business strategy >>Management and operation of restaurants, cafes & tea rooms >>Marketing and account management agency, in house and contractual values up to 750,000 >> Budgetary responsibility and project management.

Design

>>Multi-channel campaign concepts and creative – digital, social, display, video and print and product >>Creation of commercial packaging concept/product >>Creation of targeted sector media >>Design of dynamic data driven online formats >>Effective creative & copywriting of adverts, branding & implementation of identity for a diverse range of sectors >>Extensive print and product works including management, print production works and collateral >>Digital and web portfolio >>Extensive personal projects ranging from patterns and greetings, furniture to accessories >>Interior design, including some structural aspects & renovation projects >>Software packages including Adobe Photoshop, InDesign, illustrator & macromedia and to a lesser extent, some success with AutoCad.

Interests ...

Foods & cooking, a creative pastime & an enjoyment of quality foods have also led to numerous work experiences & business ventures to date including head chef & management of restaurants, including a National Trust Café, catering for up to 450 per day & the creation of a contemporary Organic Restaurant in Surrey in 2008.

Painting with oils & sculpting, having completed a number of shows and exhibitions within hotels and arranging public viewings within the showroom spaces of OrganicIQ in Henley and other events surrounding the Regatta.

Many sporting interests and keep fit activities with the opportunities to ski the 3 Valleys & rowing proving exceptional, equestrian interests & involvement with numerous event yards & riding from 2006 leading to the ownership of an ex racehorse which required re-training.

Property & architecture initiating a relocation business in the South West & with the experience of renovating, near derelict properties, reviving some fine character & architectural details 1999 - 2005.

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Full UK Driving License

**Portfolios, Presentations &
References available upon request.**

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ANNIE VEALE ONLINE