

Once Upon A Time Marketing Ltd.

**GAMING BUSINESS DIRECTOR**

2023 – 2025

Acquiring new business from past contacts and new, managing client relationships and directing work through AV, Creative and Experiential studios. Attending games shows and networking events and working hybrid at their Farringdon offices.

KPG74 Ltd.

**DIRECTOR**

2015 – Present

Managing a versatile outfit of online marketers and working solely. Strategising, delivering and developing a wide range of digital projects, direct with the client, studios and with recruitment agencies.

Eye-D Creative

**DIGITAL DIRECTOR**

2008 – 2018

Managing online advertising, social, experiential and branding campaigns for clients in the gaming, home entertainment, sports and leisure and realty industries. Delivering pitches, developing strategies, and leading teams of creatives, developers and managers to fulfil briefs from start to finish.

ARTSCOM

**SHORT COURSE LECTURER**

2008 – 2012

Based at Central St. Martins, University of the Arts London, I wrote and delivered 2 short courses for evening and holiday classes in Photoshop and Flash.

STEEL London

**SENIOR DESIGNER**

2002 – 2008

Joined STEEL as middle-weight designer. Moved into online design. Won a major pitch for the promotion of the Financial Times's website, FT.com, and grew it into STEEL's second biggest account, helping STEEL gain a top 25 NMA listing for online agencies. Promoted to Senior Designer, whereby managing small teams of designers I have carried out many projects for clients such as FT, AOL, Lastminute, Ladbrokes, Debenhams and the NHS.

LITMUS Design

**DESIGNER**

1998 – 2002

Re-invented the company from its original state as Rachel Williams Design into the slick all-round package of Litmus. Developed web design and new-media capabilities as well as working on a wide range of corporate identities, brochures, direct mail, and information documents. Liaised directly with clients including large-scale charities, household brands, and world renown architects, handling projects from initial contact to final delivered job.

FREELANCE

1995 – 1998

Worked on a variety of projects on a freelance basis, both self-motivated and through studio placements.

COURSES

Google Squared Online Marketing (Distinction) – 2018

LDL Leadership Development Communication Skills – 2007

LDL Leadership Development Close That Sale – 2006

EDUCATION

Croydon College 1993 – 1995

HND Graphic Design

ND North Oxfordshire College 1992 – 1993

ND Art Foundation