



DAVID REEKIE

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A: Chertsey, Surrey, United Kingdom

Passionate creative with over 15 years' experience designing effective marketing collateral for traditional and new media platforms in alignment with brand identity to increase awareness and maximise profits in dynamic environments. Natural leader with demonstrated ability to supervise and coach high performing teams while triaging briefs and distributing tasks to staff in order of importance. Articulate communicator with proven aptitude for cultivating productive rapport with external agencies, co-workers, and senior executives. Branding expert adept at partnering with cross-functional colleagues to create logos and campaign artwork within established deadlines and budget limits. Skilled front-end UI developer proficient at developing websites and applications to streamline processes and enhance productivity.

TECHNICAL PROFICIENCIES

Software & Platforms:

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Adobe Animate, Dreamweaver, Premier, After Effects), Blender, MS Office 365, PowerBi, Campaign Monitor (E-marketing platforms), Google Analytic, Ad manager, Tag manager, AWS services, HTML/CSS, databases, WordPress, CMS.

Skills:

Leadership & Training, Design Management, Website Development, Work-flow Management, Project Management, Cross-functional Collaboration, Database Management, Budget Management.

EDUCATION

Bachelor of Arts Honours Image making and Design

University of Hertfordshire, West Herts College, Watford, England

INTERESTS

3D Animation
Photography
Following technological trends and innovations
Music and attending concerts
Gardening
Exploring London

CAREER EXPERIENCE

BIBA Medical Ltd, Fulham, London

2008 – Present

Design, Web, and IT Manager

Spearhead design of all internal branding and marketing materials such as brochures, logos, and info-graphics for events, publications, and social media in alignment with brand voice and mission. Coordinate third party email marketing campaigns from company partners by creating, evaluating, and correcting issues with templates prior to dissemination to customers. Drive all aspects of website development, including overseeing layout, hosting, and database maintenance. Steer delivery of first line technical support for team of over 30 employees based in UK and USA and supervise updating of infrastructure while leading IT projects and contracting service providers to ensure completion of plans within established time and budget frameworks.

- Contributed to change management during COVID-19 pandemic by building and designing website and application to facilitate virtual event management and support hybrid approach.
- Streamlined and enhanced contact, sales, product, and event management processes across all business units by developing customised MS Access front-end database with tailored SQL based back-end platform which monitors, records, and collates interactions.

Sweet and Maxwell Thomson Reuters, Swiss Cottage, London

2005 – 2008

Senior Designer

Led operations for in-house studio while supervising, evaluating, and coaching team of four Graphic Designers. Collaborated with marketing department to design creative, effective, and cost-effective direct marketing and point-of-sale advertising solutions in alignment with the brand voice, values, and mission. Headed work-flow management by distributing briefs to staff members while liaising with external agencies to inform partners of internal style guides, deadlines, and preferred best practices.

- Championed efficient resource allocation by overseeing work-flow management resulting in completion of projects within the expected time-frame and budgetary confines.
- Implemented printing cost savings by negotiating agreements with four small scale printing companies to create pricing matrix covering all formats at the same price contributing efficient budget management for marketing team.

ADDITIONAL EXPERIENCE

Senior Graphic Designer, Clearoff Ltd/Go England Rugby/Travel Offer Direct, Chertsey, Surrey

- Generated three design styles for use in varying advertising platforms, including print and digital media as well as brochures and leaflets. Collaborated with two England Rugby Supporter Clubs, RFU and ERSC.

Graphic Designer, Indigo Holidays, Egham, Surrey

- Coordinated development of new functional styles for direct marketing collateral and advertising brochures.

Graphic Designer, Aculight UK Ltd., Colindale, London

- Produced marketing and advertising resources for trade and lifestyle publications, including Glamour, Cosmopolitan, and Salon Plus.

Graphic Designer, Coll Hill Spink, Brentford, Middlesex

- Steered website development to facilitate advertising for company properties while generating brochure designs.

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