

Laurence Dunn MCIM

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My key strengths are based around the; Project Management, Planning and Creation of Content for Marketing & Advertising. I have been a **Project Manager** for over 26 years mostly working in London. During that time I've worked on many large integrated advertising campaigns at agencies and client side. The roles have crossed over with production, print buying, traffic, art buying, creative services, digital project management. Above the line, below the line and through the line. I have UK Government SC Security Clearance plus the last 3 years of CIM Chartered CPD certificates. My portfolio of projects is on this link, Pages 1-11 Digital and 12-21 Print & Traditional Media.

<http://www.marketinginessex.com/wp-content/uploads/2015/10/LD-Creds-Digital.pdf>

AREAS OF EXPERTISE

*TV / Video content | Audio Voiceover | Print | Press | Outdoor (inc Digital OOH) | In-store
Direct Mail | Digital Ads | Social Content | Branded Content | Experiential | Sales Promotion
Email Marketing | Website builds | App builds | Social Media | Brand Guidelines | POS
Pitches | Process Development | Resourcing | Project Management | Shoots*

PROFESSIONAL EXPERIENCE

CONTRACTOR Sept 1997 – Present Worked in the following agencies and clients in varied roles that included; project manager, digital producer, traffic, creative services buyer, business analyst and print buyer.

**PUBLICIS DIALOG | OGILVY ONE LONDON | ICLP | EXPOSURE | NAKED COMMUNICATIONS | 23RED
SMARTFUSION | EURO RSCG | INFINITE FIELD MARKETING | McCANN LONDON | THE CORNER
GROUPM WPP | BILLINGTON CARTMELL | HOGARTH WPP | NAT WEST | STANDARD LIFE | BRAVE**

EMPLOYED IN PERMANENT ROLES by the following agencies and clients

ALTAVIA GROUP Senior Project Manager | **ALCONE LONDON** Production Director | **WILLIAMS LEA** Proofer
IPS Print Buyer | **BOLLFILTER** Marketing Coordinator | **IGNITION CLAYDON HEELEY** Production Director

WORKING ON MANY VARIED CLIENT ACCOUNTS

*Aircraft Carrier Alliance | EE Mobile | Nestle | Orbis | Boehringer Ingelheim | Elizabeth Arden
Ella's Kitchen | Pfizer | Allergan | Novartis | Hewlett Packard | Rolex | Charles Vögele | DeBeers
Martini | Stella Artois | Nokia | Kaupthing Bank | Bacardi | Canon | Jessop's | Sony PlayStation
Three | Kimberley Clark | General Motors | Ford Truck | Shell Downstream Retail | Hotpoint
Masterfoods Petcare | Virgin Trains | ING | Goodyear Tyres | Sony Europe | Roadchef | Mercedes Benz
Q8 | Warner Village | Lancôme | Renault | Asda | Canadian Tourism Commission | Silverlink Rail
Rowenta | American Express | Royal Mail | Emirates Airlines | IBM | Hot Tuna | NSPCC | Household Division
Seagram | Esso Petroleum | Channel Four Television | Cadburys | Mitchell Beazley Aldus | Medici*

KEY SKILLS

Project Management:

- Understand project management very experienced, appropriate methodologies and processes including Scope of Work, Budget Control, purchasing, scheduling, status, minutes, project tracking and reporting
- Programme and Project Timeline Development and Management Problem Solving: Proactive in offering solutions and, where possible, have a back-up solution to hand in case problems occur, have own home office so able to work very unsocialable hours if needed
- Very organised and professional
- Able to identify and manage risk and run risks & issues system if needed

Interpersonal Skills:

- Able to work with people at all levels, including clients and 3rd party suppliers to achieve desired outcomes. Ability to tailor communications to the relevant audience.
- Understand the challenges and opportunities of the advertising process to bring out the best work from production and creative teams via management skills attained over many years.

Applications & Methodologies:

- Mac & PC literate MS Office: Word, Excel, PowerPoint, Publisher, Logic, Adobe Creative Suite, Team Haven
- Project Management Software: I have worked across several project management applications including MS Project, Jira, Confluence, Fido, Basecamp, SharePoint, plus bespoke systems.
- Fully adaptable to many different CRM, ERP and finance software systems.

CONTINUING PROFESSIONAL DEVELOPMENT - CPD

2013 - 2018 Chartered Institute of Marketing. MCIM Professional Marketer. Chartered CPD Certificates
2007 - 2012 Chartered Institute of Marketing Affiliate Professional Marketer
1985 - 1989 Institute of Printing training courses – Sales – Customer Retention – Bids & business pitches
City and Guilds of London Institute | Printing Full Technician NVQ4 Credit

EDUCATION

5 x GCSE: Maths, Chemistry, Art, French, Human Biology. (English & Geography g2 CSE)

Professional Memberships, Interests and Clubs:

CIM, London College of Communication Alumni. Plus my hobbies; Jeep-Club.co.uk, photography, muscle cars, open water swimming and collecting records / CDs - music.