

CHARLOTTE EELES

PERSONAL DETAILS

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Creative CV available on request.

EMPLOYMENT

- | | | |
|---------------------|---|-------------|
| JUL 2009 - DEC 2011 | Creative Manager, Victor Chandler International | Gibraltar |
| | <ul style="list-style-type: none">• Building and managing a team of 9 designers, through obtainable objectives that are monitored via regular 121's, training sessions and performance reviews.• Traffic managing all Creative workflow.• Creating weekly reports to feed these statistics back through the business.• Design and development of the new International BetVictor brand – a brief aimed at promoting the company on the Global forum. This two stage process included creating two forms of brand guidelines – a bullet-pointed format for external agencies and a more detailed 20 page in house guide , followed by managing the design of the new BetVictor websites in multiple languages. www.betvictor.com• Liaising with external agencies for print, TV advert creation and video content. | |
| OCT 2008 - JUL 2009 | Lead Designer, Victor Chandler International | Gibraltar |
| | <ul style="list-style-type: none">• Creation of the “Victor Chandler” brand. Moving the identity of the company away from its individual products to a more uniformed umbrella brand under which each product was encapsulated. Promoting the “Man behind the brand”. http://classic.victorchandler.com/vcbet/en-gb• Cross product campaigns for major sporting events including the Cheltenham Festival and the World Cup.• Mentoring Junior Designers, identifying skills that need development and promote learning through specifically targeted workflow .• On a daily basis, creating web site designs, landing pages, emailers, print adverts, banners and direct mail pieces. | |
| MAR 2007 - OCT 2008 | Senior Designer Brand Guardian, Tesco.com | Welwyn |
| | <ul style="list-style-type: none">• As Online Brand Guardian, ensuring that the guidelines were honored at all times, and that work published was of the best possible standard.• Signing off juniors design work, both in the UK and India.• Development of the “Wine by the Case” logo and branding. Creation of the brand guidelines and website design. http://www.tesco.com/wine/• Promoted and designed Tesco.com's first visual Christmas shopping experience, based upon replicating the instore Christmas magazine in an online forum. Art directed photographs at the Mount Farm Studio were overlaid with image maps to link customers through to either the individual products, or a relative dump list.• Creation of the “Flowers and Plants” logo and website design.• On a daily basis, designing jump pages, site concepts, web graphics & print material. | |
| JUL 2006 - JAN 2007 | Senior Designer, Endemol Digital / Victoria Real | West London |

- Art direction on ITV's Extinct site, and the design of BetFair's APT site.
- Working within the design team to help create online assets, newsletters and pitchwork for clients that include Deal or No Deal, Inside Justice Week for the Metropolitan Police, and the Celebrity Scissorhand's and Questiontime teams at the BBC.

DEC 2004 - JUL 2006

Designer, Victor Chandler Business Services

London

- Creating banners, print publications, pop-up's and newsletters for specifically targeted marketing campaigns and the design and implementation of Poker and Casino skins.

MAR 2003 - DEC 2004

Junior Designer, Workthing.com

London

- Creation of onsite graphics, jump pages, banners and pitch work.
- Design and implementation of the workthing-peoplebank brand, b2b site , in-house signage and printed materials.

EDUCATION

SEPT 2001 - OCT 2002

MA Digital Practices, University of Herts

Pass

- Specialising in Hyperfictions

SEPT 1998 - JUN 2001

BSc (Hons) Software Systems for the Arts & Media, University of Herts

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- Presented with a University Award for Personal Achievement

SEPT 1997 - JUN 1998

BTEC Foundation in Art & Design

Pass with Merit

- Specialising in Photography and Graphic Design

SEPT 1995 - JUN 1997

A Level Art & Design, English Literature & Music

B, C, D

PRODUCT KNOWLEDGE

- **Adobe CS5 Suite** – Dreamweaver, Fireworks, Flash, Illustrator, InDesign, Photoshop
- **Microsoft Office** – Word, Excel, Outlook, Powerpoint
- **Coding** – HTML hand coding, CSS

REFERENCES AVAILABLE ON REQUEST