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Personal statement:

During my career, I have accumulated over **15 years design experience, 7 years in marketing** and 5 years in project management. I am confident my **extensive hands on experience**, broad of range of roles, along with my **creativity and organisational skills** would be of value to any organisation. I am passionate about creative and I love a challenge. I believe hard work and dedication are the keys to success.

Employment history:

Nov 2015 to date: Prism Glass - UK

Position: Project and Operations Director

A major achievement at Prism Glass was helping the company grow by creating a recruitment and development plan. The focus of which was recruiting not only individuals with technical capabilities, but also individuals who held our company values. Overall our work force was increased 40%, allowing the business to grow and take on larger, more profitable projects.

My improvements on budget tracking, reporting and project plans for larger projects ensured we achieved profit targets, quality workmanship and deadlines. Key to this was improving our estimating and quantity surveying process. I also managed project teams on a daily basis, allocated roles to train and develop individuals as part of our development plan. Daily tasks include:

- Day to day operations, allocation of jobs to teams, project planning and management – including briefing the team with correct and adequate work details, and regularly following up during the day to ensure quality and targets are met
- Regular communication with the teams to ensure scheduled tasks are completed and agree solutions to address any challenges
- Quantity surveying and estimating all major projects for both supply and installation
- Recruitment – including advertising, interviewing and training

Nov 2011 to Oct 2015: Union Income - UK (Part of Union Income Benefit Group, trading as Union Insurance Services)

Position: Head of Prepaid and Rewards

A key achievement was migrating existing cardholders to a new prepaid MasterCard® card programme. While at Union Income, acquisition increased through digital marketing channels (including email, social media, web banners and PPC). By 2015 we had 6 card programmes and 6 new rewards services launched for some of the biggest unions in the UK, including UNISON, Unite and Usdaw.

I also managed the Groups insurance marketing team for an interim period of 6 months. Other achievements included: setting up insurance cross sell opportunities at various points in the customer journey, using the rewards services to generate leads, development of the customer journey to improve retention, development of the business plan, strategy planning, budget planning, development of fraudulent activity detection procedure, increase card loads and card spend at retail partners. Daily tasks included:

- Oversee all marketing and promotional activity – including creative, marketing strategy, approval and implementation
- Collaboration with suppliers, affiliate partners, union contacts, IT department and compliance department, to ensure projects and product releases were completed on time
- Client enquiries and complaints escalated by customer services, or union contacts
- Fraudulent activity detection and prevention

Feb 2008 to Oct 2011: AFI Print & Design - UK (Part of Union Income Benefit Group, trading as Union Insurance Services)

Position: Senior Designer and Account Manager

A key achievement was the development of our successful VDP (variable data printing) campaigns which used complex personalisation tools, where elements including (brand, images, copy and more) are personalised to customer profiles. I also improved mailing packs, reducing costs and resulting in more leads for the business. Daily tasks included:

- Designing, planning and managing major marketing campaigns with a view to increase response rates and sales – including lead generation, product promotions, variable data campaigns, cross sell and retention campaigns
- Managed procurement, estimating, production and logistics for internal departments and external clients
- Campaign management and creative solutions for external clients

Sept 2006 to Feb 2008

Position: Freelancer – Portugal

In nearly 2 years of freelancing I accumulated 6 local and 5 international clients, most of which was achieved through word of mouth and reputation. Everyday tasks included:

- Brand and design work based on client briefs and preparing client presentations for prospective work
- Obtaining production quotes to match client budgets
- Organising delivery of printed and digital materials, both on time and to required specification

Aug 2005 to Aug 2006: Arta Design – Portugal

Position: Designer and Studio Manager

Within a few months I became the main client contact for Arta's two primary client accounts - Garvetur and Visacar. I ensured jobs in the studio were prepared correctly, quality was to the highest standard and deadlines were met. Everyday tasks included:

- Preparing all major jobs in the studio for production
- Designing materials ranging from brochures to billboards, based on Corporate Identity manuals
- Account management including providing client meetings briefs to the studio

Nov 2000 to Aug 2005: Atelier do Sul – Portugal

Position: Designer

Within a short period of time I was promoted from studio junior to artworker, and then graphic designer. I was responsible for most major artwork jobs and general running of the studio during the studio manager's absence. Everyday tasks included:

- Preparing materials for high-end clients, ranging from stationery to brochures for production and preparing advertisements to publishers' specifications and deadlines
- Making alterations to artwork and designing pieces as briefed by the studio manager and Creative Director

Education and training:

At present: Advanced diploma in Digital Marketing, and diploma in Blogging and Content Marketing

Jul 2017 City, University of London: Leadership and Management short course, awarded certificate

Apr 2014 Searchlight Training: Succession Planning and Interviewing workshop, awarded certificate

Mar 2014 Searchlight Training: Leadership workshop, awarded certificate

Feb 2014 Searchlight Training: Business Planning and Budgeting workshop, awarded certificate

Dec 2013 ACAS: Top Tips for Managers, awarded certificate

Jul 2013 Searchlight Training: Risk Based Financial Crime, awarded certificate

Oct 2010 IDM: Complete Digital Marketing, awarded certificate

Jan 2005 to May 2005: Significado, Web Design Specialist workshop, awarded certificate

Jan 1999 to Dec 2001: INTEC College Commercial Art - awarded diploma

Dec 1996: Pinetown Boys High School - awarded Senior Certificate with Matriculation Endorsement

Software:

Good knowledge in Windows (PC) and Macintosh OS (Apple Mac), Adobe Indesign, Adobe Photoshop, Adobe Acrobat, CorelDraw, Wix Website Builder, MS Office (including Word, Outlook, Excel and PowerPoint). Knowledge in Adobe Illustrator and Wordpress.

Languages:

English (spoken and written) and Portuguese (spoken and some written).

Interests & hobbies:

Sketching, illustrations, art, researching design ideas, travelling and gym.

References are available on request.