

Contact



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Profile

I am a conceptual design director who develops strategic design for clients, overseeing the creative department, presenting the creative to clients and drive their business forward. This includes origination, client collaboration, managing/mentoring the designers and ensuring that projects are delivered on time and within budget.

Presenting ideas, mock-ups, stylescapes and understanding review feedback that fit's the clients' vision, brand and business needs.

This includes analysing market research and results, customer reviews, and other material to create more effective designs as well as collaborating with sales and marketing.

I have produced recognisable work, driven sales and elevated clients to become brand challengers and leaders. I've worked with David Trott, Rory Sutherland and many other great creative directors through which I have developed a keen interest in behavioural economics.

I am

- A transformer of clients into **brand leaders**, creator of winning pitches, advertising, branding and digital campaigns.
- A **team leader** and mentor in charge of multi-disciplined teams.
- **Client facing** and confident presenting to key stakeholders.
- A **strategic thinker** who puts the clients best interests at heart.
- Interested in **behavioural economics** and psychology.
- A **brand guardian** both in the creation and implementation of corporate identity guidelines.
- Experienced with **over 16 years** in top agencies taking projects from conception to completion.
- An **expert in the Adobe CS** suite, PowerPoint and other applications including web and **digital design** – HTML, PHP, CSS, Javascript.

Significant Wins and Campaigns

- I led the winning £1.6bn London Underground advertising concession plus the £199m Arriva bus concession for CBS Outdoor (now Exterior Media).
- Created brand identities & guidelines for British Airways, Shell, Selfridges, and many other companies whether they're large, enterprise or start-ups.
- Created ORIC Internationals' identity which has enabled them to become brand challengers and now are brand leaders and industry influencers.
- Ran an integrated agency – where I was client facing, organising teams and sourcing specialist project partners.
- Designed strategic campaigns for Diageo (Smirnoff, Gordons etc.), Grand Marnier, Bernard Matthews, Bendicks, Intercasino and Blossom Hill. Please see my portfolio for these and more.
- Illustrated and designed the campaign for Bordeaux Wines which saw a significant increase in sales when the rest of the market was in decline due to the recession.

Skills



InDesign

Expert



Illustrator

Expert



Photoshop

Expert



Powerpoint

Expert



Presentation/Client Facing

Expert



Leadership/Mentoring

Expert

Expertise

- **Creative/Design Direction**
For the past 5 years, I've been the Creative Director of a boutique integrated agency which has enabled clients to grow from start-up to brand leaders. My passion is in partnering with clients to achieve their vision.
- **Design**
Beautiful, engaging, irreverent design with careful consideration to the objective of the creative.
- **Digital**
Designing websites, micro-sites, landing pages, display screens and email campaigns. With attention to hierarchy, consumer journey, call to actions and UX/UI.
- **Presentation**
High-quality PowerPoint and client/stakeholder facing presentations.
- **Typography and Infographics**
Well crafted and balanced with the design to create clear and effective communication.
- **Mentoring**
I believe in getting the best out of everyone around me and have mentored/led other designers and managed teams.
- **Visualisation**
High-quality mac visualisation for presentation, whether retouching photographs or creating completely from scratch.

Work History

- **Freelance to perm**
January 2018 – present
After 8 years, employed by 2 agencies, I am now seeking a new permanent vocation. In the meantime, I am freelancing with agencies and have been employed for PowerPoint presentations with Wella Haircare, Science in Sport, Ogilvy PR, Saatchi & Saatchi, OMD and others.
- **JeaterBROWN Ltd**
June 2013 – January 2018
Creative Director – responsible for the creative output of the agency, organising resources, processes, liaising with clients, art directing and design.
- **Isobel Advertising**
January 2010 – January 2013
Senior Designer responsible for the creative output of the studio this included employing freelance designers, artworkers, illustrators, photographers and working closely with the Creative Director.
- **Freelance – various**
From January 1997
During my freelance career, I have worked with a multitude of London agencies as a senior designer – JWT, isobel Advertising, Saatchi & Saatchi, Ogilvy, and Leo Burnett to name but a few.
My long term contracts include:
Interbrand Newell and Sorrell – 2 years.
Marketing Perspectives – 2 years.
Isobel Advertising – 3 years.
JWT – 1 year.
Viacom/CBS outdoor (now Exterior) – 1 year.
And several others that range between 6-8 months.