




# HELLO, I'M MATT DAVIES

**Creative Brand & Marketing Strategist**

Curriculum Vitae | November 2018



**IDEAS MAN.  
BORN IN  
LONDON,  
LIVING IN  
NOTTINGHAM.  
17 YEARS  
EXPERIENCE.  
MULTI-  
DISCIPLINED.**

## How I tick

# PHILOSOPHY

## BRANDING

### Tell a story

A brand is the gut feeling an audience has when it comes into contact with aspects of an organisation. I define branding as “the management of meaning”. How best do you add meaning? With stories. I have been personally involved in developing countless brand strategies using my bespoke “archetypal” branding technique based on the work of the psychologist Carl Jung. Archetypal branding is one of the most powerful tools I have developed over my years of experience. It helps to produce a framework for teams to unite around a common narrative, as well as clearly tell a visual brand story which resonates on a deep level with target audiences.

## MARKETING

### Generate sales leads

During the last 10 years or so I have developed marketing strategies for clients and managed teams to deliver on them. Due to the way we buy in today's information era, I am an advocate of digital inbound marketing strategies which join up social media, email and website activity to generate leads around buyer personas. I value measurable results and believe in the process of continual development toward goals. I am familiar with more traditional marketing methods and I can draw on my vast experience to produce strategies that meet budgets and objectives.

## CREATIVITY

### Inspirational but practical

I believe practical creativity is essential to any modern business. I am an ideas man and am comfortable producing original concepts, right through to the visuals which convey these to the audience. I offer a unique, professional perspective at the intersection of digital media and design strategy. I enjoy brainstorming creative ideas both on my own, with clients and with wider teams and use my experience to get the most out of any collaboration.

How I tick

# PHILOSOPHY

## COMMUNICATION

**Clear & friendly**

I have extensive experience in winning new accounts, presenting concepts and project strategies across a wide verity of sectors and business situations as well as leading engaging workshops. I would say one of my key skills is being able to communicate well. Having been the lead on complex projects, managing and motivating multiple teams, I have successfully maintained great relationships with team members and clients. I always seek to deliver exciting and relevant presentations which have clear outcomes. I have delivered lectures in academic and business institutions and am comfortable in front of large audiences.

## CONTINUAL DEVELOPMENT

**An attitude to succeed**

I am a driven and ambitious individual continually striving for the best. Putting smiles on people's faces and delivering results is what keeps me going. My curiosity for all things strategic and creative ensures I always have a book on the go and a new 'unconventional theory' to discuss. In today's fast paced digital world I know that nobody can afford to stand still.



## Professional History

# MY CAREER

### CAPITAL ONE CREATIVE MANAGER

May 2018 - Present

Lead for the UK Creative Design team at global fintech company, Capital One.

I've been tasked with building and running my team like a design agency but in-house. We partner with intent owners throughout the business - from brand and marketing to HR through to customer and internal comms - to delight our customers and to position our brand effectively.

My team is made up of creative multi-disciplined designers. I empower my team by helping them believe in themselves, coaching, mentoring and motivating them to success. Day to day I am responsible for all creative work being of the highest standard. I liaise with intent owners, support and plan projects, lead workshops and design and create top-level concepts.

During my time in this role, I have introduced new agile 'test and learn' processes, led routine team huddles, led town hall imperative updates to the whole UK marketing department, mentored multiple design team members, sat on the "brand guardian" council, presented skill-sharing sessions with the wider design team, visited the Capital One Toronto office to understand better working practices, built new processes and efficiencies into my team (initial indications indicate an increase in productivity of around 60% since I started), led creative workshops, interviewed on behalf of the business and represented the business at recruitment events and with external partners such as Facebook.

I also support the wider UK Design team on marketing, UX, CX, research and copywriting projects. I'm currently involved in a Capital One rebrand coming soon...

### FIFTEEN CREATIVE DIRECTOR

April 2017 - May 2018

Fifteen are an award-winning full-service digital agency and one of the biggest agencies in the East Midlands Region. With an amazingly talented team of designers, developers and digital marketers, Fifteen have won a range of prestigious awards. In this role, I had four key responsibilities; creative standards, client consultation, sales support & team management.

**Creative standards:** I was responsible for setting the vision for and driving the creative outputs of the company. I implemented processes and methodologies within the design team to build a creative culture. I mentored and inspired my design team ensuring intelligent concept thinking was at the heart of what we delivered.

**Client consultation:** For key clients, I directly helped their leadership teams to understand their goals and then discover, define and deliver creative which told authentic brand stories. I set strategy on high-level client accounts working on brand and marketing campaigns and setting direction which delivered results. I introduced consultation workshops to Fifteen which have now become part of their offering.

**Sales support:** I helped win new business for the company contributing to a 20% increase in turn over in the time I worked for the business. I often supported account managers in the sales process and for potential high-value accounts often lead pitches.

**Team management:** The creative department consisted of a Head of Design, a Head of User Experience and a team of multi-disciplined designers. I was responsible for the hiring, mentoring, development, inspiring and running of this team. As well as this I also help to develop account managers in relation to creative services. I attend the company management meetings and assisted with the companies growth strategy and business planning.

## Professional History

# MY CAREER

### **FIFTEEN SENIOR ACCOUNT MANAGER & BRAND SPECIALIST**

January 2017 - March 2017

Having sold Attitude Design to Fifteen I joined their Account Management team. I was responsible for being the strategic creative, marketing and brand lead on multiple client projects as well as managing the transition of the Attitude Design clients to Fifteen.

Within this role I reported directly to the Director of the business and also to the Client Services Director. I introduced my methodologies and processes around branding into the Fifteen team who adopted them within their ethos.

This role was diverse. As well as helping to pitch and win new business (for example winning one of the largest digital retainer accounts in the history of the company), I also managed key accounts and set and reported against marketing strategies of clients.

On top of this I also acted as a consultant on any brand or creative project, often running workshops to help clients define their brand stories or generate creative concepts. I led and managed team members in order to deliver on agreed work.

Within 3 months of working in this role I was offered the honour of becoming the Creative Director\*.

\*My promotion to this role was reported in the press here: [goo.gl/GDvxhn](https://goo.gl/GDvxhn)

### **ATTITUDE DESIGN CREATIVE DIRECTOR**

March 2008 - January 2017

As the founder and Creative Director of Attitude Design I specialised in working with businesses to clarify their purpose and vision, bringing brands to life with story-based branding strategies, great design and digital marketing campaigns.

For nearly 9 years I managed a team which delivered hundreds of successful projects and was individually responsible for winning new accounts and repeat business from existing ones. At one stage we had 13 staff across design and development specialisms.

Within this role I have had a wide array of experience delivering branding and marketing campaigns for startup businesses, the public sector - as well as winning and managing global brand accounts such as Specsavers, Boots and Experian.

At the end of 2016 Attitude Design I sold the business\* to Fifteen Design and I was brought into their team to boost the branding and creative offer of their business which had traditionally been focused on digital marketing.

\* For more information see: <https://goo.gl/0rmhor>

## Professional History

# MY CAREER

### **GUSTOM MARKETING DIRECTOR**

November 2011 - December 2014

Gustom produced interactive leisure and entertainment software for mobile.

As a founder and Director of Gustom I headed up the marketing arm of the company managing the website, brand and promotional activity.

### **DEFACTO GRAPHIC / WEB DESIGNER**

May 2006 – February 2008

During this time I worked as a designer at one of Nottingham's top design agencies, Defacto. My responsibilities included receiving client briefs - either directly or via an account handler - and then executing them creatively via graphic design and web-coding. I was often brought into meetings to assist account handlers in winning new business, obtaining briefs and also to present ideas to clients. A highlight of my time at Defacto was being part of the team working on global campaigns for clothing brand Fred Perry.

### **SENIOR DESIGN COORDINATOR**

October 2004 - May 2006

In this role I led the creative team of one of the Midland's biggest website and online software developers, Senior Internet. I was responsible for, managed and ran all of the creative and visual user interface projects that came through the studio - implementing studio procedures to ensure a smooth transition between creative and development teams. This role saw me manage a team and liaise with account teams within the company to ensure projects were delivered on time and according to specification. Within this role I was also involved in pitching and assisted in winning key accounts for the company.

### **CREATIVE LOUNGE GRAPHIC DESIGNER**

January 2003 - September 2004

This was my entry into the creative industries. I worked as a designer at a small London based design agency (The Creative Lounge). This was a diverse role working on a variety of creative projects for both print and web.

### **FREELANCE DESIGNER**

February 2002 - January 2003

Whilst at college I began my career freelancing for various businesses executing branding and print design projects in London.

## Education & Achievements

# ACCOLADES

### Achievements

- Author of 'Storyategy' - Unlock the power of your brand with a story based branding strategy\* - 2018
- Presented skill sharing sessions at Capital One on 'Public speaking tips', 'The power of archetypes' & 'Parallel thinking" - 2018
- Part of the Fifteen Team to reach the final of the Recommended Agency Awards for 'Strategic Thinking' and 'Print Production' - 2018
- Guest speaker at Innes England's Market Insite events held in Nottingham, Derby and Leicester on the subject 'The Power of Purpose' - 2018
- Hosted and ran the annual national one day 'Supply Chain Forum' for independent construction company, Willmott Dixon on 'Storytelling Strategy' - 2017
- Part of the Fifteen team awarded for 'Outstanding Growth' - Derbyshire Chamber Awards - 2017
- Part of the Fifteen Team awarded "One of the Top 3 Marketing Agencies in Nottingham" by Three Best Rated@ - 2017
- Interviewed by BBC Radio Nottingham on the subject of Creative Workplaces - 2017
- Sold Attitude Design to Fifteen - 2016
- Author of various ebooks on branding and marketing\* - 2016
- Guest Lecturer at Lincoln University "How to find and tell brand stories" - 2015
- Guest Lecturer at East Midlands Further Education Council "Brand First - it's not the what it's the why" - 2015
- Guest Lecturer at the Barbican, London "Getting an App built" - 2013
- Article published in Computer Arts Magazine - 2012
- Review featured on Merrell Publishing - 2012
- Expert on Q&A panel for the Guardian - 2010
- Work published by Laurence King Publishing - 2010
- Founded design and branding agency Attitude Design - 2008
- Work Featured in Pixel Arts - 2008 & 2009
- Work Featured in .NET magazine - 2006
- Work Featured in Computer Arts - 2006 & 2008
- Work Published by Taschen books - 2005



## Education & Achievements

# ACCOLADES

### Education & qualifications

#### February 2018 - February 2018 - Google Digital Garage

'Online Marketing Fundamentals' Certified

#### March 2017 - Twitter

Flight School Graduate

#### August 2016 - How Design University

'Strategic Brand Development' course by Margaret Hartwell

#### August - October 2016 - Hubspot Certifications

'Inbound Marketing', 'Sales' & 'Growth Driven Design'

#### September 2001 - July 2003 - Croydon College

BTEC National Diploma in Graphic Design - Distinction

C&G Photography - Merit

C&G Life Drawing

Awards won: Best design student award, Outstanding achievement award

Position held: Tutor group rep

#### July 2001 - Tamworth Manor High School

11 A-C grades

Awards won: Top student - Creative arts

Position held: Form and year rep - Prefect

### Driving Licence

Full clean UK driving licence



## LET'S CONNECT

For questions about my skills and experience, or even if you just want to say hi, don't hesitate to get in touch.

**Website:** [mrmattdavies.me](http://mrmattdavies.me)

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**Twitter:** [@MrMattDavies](https://twitter.com/MrMattDavies)

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