

Oliver Stanley

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Personal Statement

As someone who has worked within a small but full-service agency environment for a number of years, I pride myself in being able to multi-task, both in terms of project subject matter, and roles within an organisation; I am adept at time management, client communication, problem resolution and project management, as well as all the professional elements of my role as a designer/marketeer. These skills and competencies are further evidenced in my personal experiences, as a semi professional basketball player who has risen through the ranks to team captaincy of a high profile, nationally competing, division I team. In essence, my astute commercial awareness, practical experience and breadth of project handling experience, when combined with my team ethic in all things, sets me apart from many of my contemporaries.

Skills

- Proficient in the Adobe Suite
- Art Direction
- Graphic Design
- Photography
- Videography
- Web Design
- Interaction Design
- HTML/CSS, PHP, Javascript
- Client Liaison
- Project Management

Key Achievements

- Managed and delivered the design overhaul of Hypnos Contract Beds corporate marketing collateral and offered ongoing support. This most notably included the production of 3 core brochures; Corporate Overview, Sleep Sets and Sofa Beds, each of which required supplementary language versions that formed the primary selling tools used by their sales team to secure ongoing contracts with hoteliers including IHG, Premier Inn, Marriott, Soho House, IBIS and more, contributing to an annual turnover in excess of £50,000,000.
- Led the creation and delivery of the Derby City Council's initiative 'Push The Button', a campaign designed to promote entrepreneurship and influence those with a business idea to pursue their interest further. The campaign reached over 200,000+ people countywide, raising awareness of and engagement with a series of educational workshops intended to offer the business skills, knowledge and resources need to bring business ideas to fruition. In addition, the initiative involved approaching over 500+ local businesses to champion the campaigns message and deliver the projects contents.
- Pivotal part of the team that offered extensive marketing, web and packaging support for world renowned artist, Paul Cummins, including the design, procurement, production and logistical support of 888,246 hologram secured certificates and associated packaging, that were to be delivered alongside each individual poppy sold after his 'Blood Swept Lands and Seas of Red' poppy exhibition at the Tower of London in 2014, providing savings in excess of 40% (£25,000+).
- Lead designer for an innovative fitness application, PBJumps - a part of the VolleyScience family, that evaluates the user's current range of movement and generates a tailored workout plan in accordance to the their ability. Initially built as an MVP (minimal viable product) and launched in mid-2017 as one of few products that offered this USP, the app currently has in excess of 475 paying customers, the majority of whom play an active part in the testing and evaluation of the app, providing actionable feedback and helping to continuously improve the user experience.

- Worked alongside ISOframe within a consultant capacity offering insight and advice on how their website was performing and what changes could be made to decrease bounce rate, increase organic traffic and improve the quality of leads. The role presented numerous opportunities to challenge the client's existing philosophy, identifying and eventually moving away from their feature-centric product positioning to a benefit-centric approach, based on the FAB analogy (Features - Advantages - Benefits), to further potential buyer's ability to understand the solutions ISOframe's products offer in relation to their exhibiting requirements.

Career History

Jul 2017 – Current

Managing Director / Owner – OJStanley Design

Owner and director of a Derby based startup design agency offering in-house full service marketing support to clients throughout the UK.

Key Responsibilities:

- Hold client meetings to establish and understand clients' business goals, discuss potential solutions and keep key stakeholders informed of progress made throughout the project's delivery.
- Collaborating with other industry professionals to deliver client projects, providing clear art direction and offering clarity on the deliverables expected.
- Effectively liaise with third-party suppliers to source competitively priced marketing material, primarily print, to be delivered on time, on budget, and to the clients specification.
- Business development and networking to help enhance the company's image and generate new revenue through engaging and converting potential leads.

Jun 2017 – Nov 2018

Volunteer Marketing Coordinator – Derby Trailblazers Basketball Club

Supported the local community basketball club with marketing and technical assistance, helping to bolster their brand image both online and offline. This exercise also included the restructuring of how club communications and assets were handled and securely store via the introduction of Google G Suite.

Key Responsibilities and Achievements:

- Implemented updated brand guidelines used throughout the club and its community initiatives.
- Produced an eCommerce website, built in WordPress with WooCommerce integration, to facilitate the sales of merchandise and game/camp tickets, as well as the distribution of latest club news.
- Delivered artwork within short turnarounds for game day brochures that were required for all home game fixtures.
- Created marketing collateral for the club's community initiative, including the design and print of sales brochures, flyers and posters targeted at schools.

- Sourced a wholesale supplier of Nike merchandise, delivering a 50% saving on new team kits that were procured for the Division 1 Men's, Division 2 Women's and Division 3 Men's teams.

Jul 2014 – Sep 2017

Graphic & Web Designer – Black Apricot Creative

Diverse with broad scope role working within a small team to deliver branding, digital and print design projects to a variety of national and international clients.

Key Responsibilities and Achievements:

- Participated in client meetings to understand project objectives and scope and discussed initial creative solutions/options, aiding the formation of a creative brief.
- Sourced and implemented the company's use of tools such as InVision and RedPen to improve the efficiency and quality of client feedback and design iteration.
- Proficiently utilised the full Adobe Suite, delivering a wide range of design services, including but not limited to, branding, layout and web design.
- Using HTML/CSS, PHP and Javascript, offered front-end development to digital projects, converting static designs into dynamic CMS (Wordpress) based websites.

Qualifications

PgCert, Visual Communications (Graphic Communication)

University of Derby

2017

BA Visual Communications (Graphic Communication)

Second-class honours, Upper division (2:1)

Birmingham City University

2012 - 2015

References

Available upon request.