

Robert Coldwell

INTRODUCTION

I am an enthusiastic and creative communications all-rounder, skilled in PHP web development, front-end web design, Content Management systems, print, video production, animation and exhibition design, along with copywriting and line management experience.

PERSONAL DETAILS

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Date of birth: 31/08/64
Portfolio: coldwelldigital.co.uk

SKILLS

- Web design (CSS, HTML5, Bootstrap, Photoshop, Illustrator)
- Web development (PHP, MySQL, JQuery, Javascript, AJAX, Vue.js, Git)
- ProcessWire PHP content management system development
- Line management, team leadership skills
- Digital video production (Davinci Resolve, Premiere, After Effects)
- Graphic design and illustration (InDesign, Illustrator and Photoshop)
- 3D visualisation and animation (Blender)
- Presentation and interactive design (PowerPoint, After Effects)
- Photography for marketing purposes
- Project management
- Copywriting (CIM certified copywriter)

CURRENT EMPLOYMENT

Owner/Freelance videographer, graphic designer and web developer
Coldwell Digital (Since June 2024) - coldwelldigital.co.uk

Providing a full range of bespoke collateral and media for marketing and internal communications.

I shoot, edit and deliver cost effective case studies, project or employee profiles, motion graphics, animation, explainer and tutorial videos.

I build responsive content managed websites and bespoke PHP web applications, brochure sites, customer accounts and booking systems.

I create brand identities and handle graphic design, illustration and page layout for screen, print or exhibition design, from concept to completion.

**PREVIOUS
EMPLOYMENT**

Web and Data Services Manager

INSYDIUM LTD (Since Aug 2017) - <https://insydium.ltd>

A senior position in a 3D special effects software retail business. Responsible for all design, development and on-going maintenance of the company website, on-line shop and all internal bespoke web based company systems.

- Web design (CSS, HTML5, Git, Jira, Photoshop, Illustrator, XD)
- Web development (Linux, Apache, PHP, MySQL, JQuery, Javascript, AJAX)
- ProcessWire PHP framework content management system
- Line management of Content Editor
- Creative Design Lead

Key Achievements

Total design and development of new website and shop, including significant custom product and customer account development.

Bespoke application development (order management and sales database).

**PREVIOUS
EMPLOYMENT**

CREATIVE DIRECTOR

Wrights Marketing (Since September 2014)

The senior most role in this full service marketing agency, leading on all creative client projects for web, print, video and marketing communications. Managing staff and assigning project responsibilities.

- Meeting clients, interpreting requirements and project management
- Hands on video and animation production
- Brand identity design
- Web design (CSS, HTML5, Photoshop, Illustrator)
- Web development (PHP, MySQL, JQuery, Javascript)
- ProcessWire PHP framework content management system development

Key Achievements

- Creating and implementing major brand re-launch including web, signage, brochures and internal systems
- Implementing a new Content Management System for client and in-house use
- Creating successful animations for SME clients leading directly to increased sales
- Designing entirely new brand identity for key SME clients
- Devising a brand 'tone of voice' and writing impactful voiceover scripts

**PREVIOUS
EMPLOYMENT**

DESIGN MANAGER

Frees Family Finance (Since December 2012) - <https://ffrees.co.uk/>

A varied, hands-on role in a new start-up company, leading on brand, design, web, video and marketing campaign activities

- Interpreting business requirements for marketing communications
- Video and animation production
- Graphic design (CS6 InDesign, Illustrator, Photoshop and Quark)
- Presentation and interactive design (PowerPoint, Flash)
- Web design (CSS, XHTML, Photoshop, Dreamweaver and Flash)
- Web development (PHP, MySQL, JQuery, Javascript)
- Content management system development

Key Achievements

Responsible for all creative design and front-end development of a major website relaunch, including customer account and shop.

**PREVIOUS
EMPLOYMENT**

CREATIVE MANAGER

NG Bailey (since January 2010) - www.ngbailey.com

- Line management of creative team
- Liaising with CEO, senior management and department heads to implement group marketing communications
- Design, storyboarding and production of corporate video communications
- Print, exhibition and digital media production
- Design, development and content management of all group websites
- Design and content management of UK wide Intranet
- Project management, business and internal stakeholder liaison, advising on brand, design and technical issues

Key Achievements

Overseeing and implementing major brand re-launch including web, external signage, brochures, internal systems and vehicle livery.

**PREVIOUS
EMPLOYMENT**

MARKETING COMMUNICATIONS EXECUTIVE

NG Bailey (since November 2005) - www.ngbailey.com

- Design, development and content management of all group websites
- Design and content management of UK wide Intranet
- Design, storyboarding and production of corporate video communications
- Creative design of collateral for print, display and exhibition
- Illustration and animation for PowerPoint presentations
- Interactive Flash applications and animation
- Project management and group business liaison, advising on brand and content issues

Key Achievements

Total redesign of all websites in this £500m group, including planning, design, programming, database development, implementation, hosting arrangements and project management.

**PREVIOUS
EMPLOYMENT**

DESIGNER/ACCOUNT MANAGER

Wright Publications, Design Agency (2004 – 2005)

- User interface design and application development for web and interactive new media
- Creative design of collateral for print, display and exhibition
- Client liaison and account management

Key achievements

Developing a highly successful suite of easy to use, Flash/Actionscript based interactive contribution calculators for the O2 sales intranet. These tools replaced complex and difficult to use spreadsheets, leading to real business benefits.

**PREVIOUS
EMPLOYMENT**

WEB DEVELOPER

Bailey Teswaine - (since June 1999) - www.ngbailey.com

- Design and development of the corporate web site
- Developing Flash, PHP, XML and MySQL applications
- Interface design and co-development of the company's UK wide Intranet

Key achievements

Development of web/intranet vacancies publishing system and on-line application form, resulting in significantly improved recruitment times

**PREVIOUS
EMPLOYMENT**

WEB SITE EDITOR

University of Huddersfield (1998 - 1999) - <http://www.hud.ac.uk>

- Design and development of the University's central web site
- Content management and template creation
- Advising the nine academic schools on technical and interface design issues, corporate identity, accessibility and usability
- Liaising with Computing Services in the technical provision and hosting of the site

Key achievements

Creating the first consistent 'look and feel' across the University's web pages

Creating a successful e-news service, the first of it's kind at the University

A raising of general standards in web publishing across the University

**PREVIOUS
EMPLOYMENT**

SENIOR AUDIO VISUAL TECHNICIAN

Huddersfield University Business School (1992 to 1998)

<http://www.hud.ac.uk/>

- Writing and producing promotional video productions. Supervising large student groups in video studio production environments
- Providing training in audio and video production techniques
- Design and development of the Business School website
- Line management responsibility for one Audio Visual Technician
- Producing teaching and promotional material (Quark Xpress, Photoshop, PowerPoint)

Key achievements

Coordination and provision of video studio facility on annual BA Business Studies residential week, providing live recording facilities for 120 students.

**ACADEMIC
QUALIFICATIONS**

Holmfirth High School

'O' LEVELS

Mathematics.

English Language.

Geometrical and Engineering Drawing.

Physics.

Art.

Batley School of Art and Design

Ordinary National Diploma in Visual Communications (2 years).

Higher National Diploma in Visual Communications (2 years).

**PROFESSIONAL
QUALIFICATIONS**

Membership of the Society of Industrial Artists and Designers.

Chartered Institute of Marketing (CIM) certified copywriter.

PERSONAL INTERESTS

Playing electric and acoustic guitar, photography, film-making, watercolour painting.

