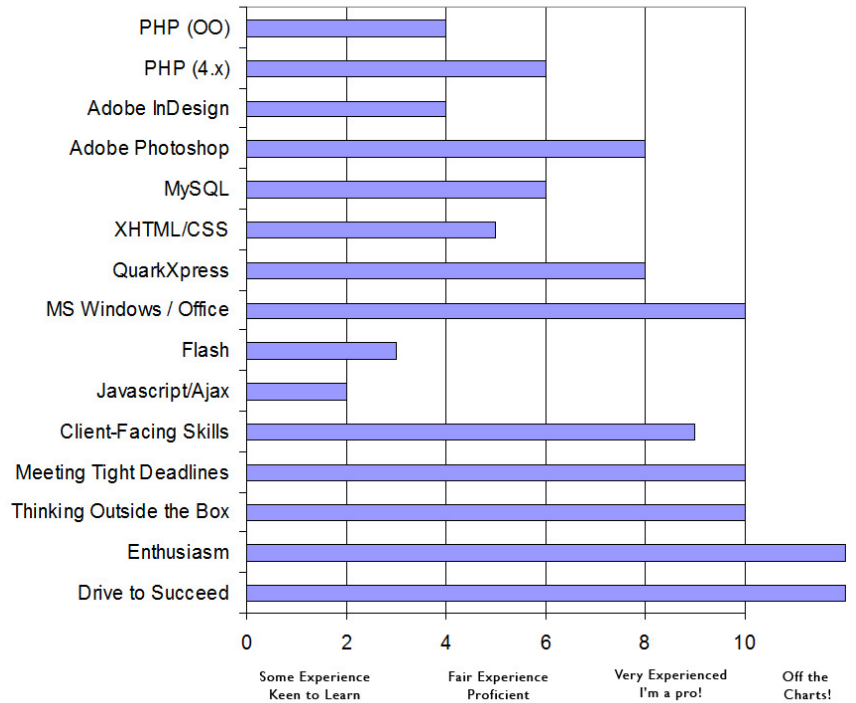


# Jack Shepherd

A driven individual, with a proven track record. Able to produce exceptional work under pressure - in a team, or independently.

Determined to forge a successful career in the Marketing / Online Media industry, a fast learner, with several years' relevant experience.

A potentially invaluable asset to your company.



## relevant experience:

04/09 – present

Ward & Co.

Graphic Designer / Web Developer

After the owner of my previous employer - Sleepright (below) - sold his business to a large PLC, he offered me the chance to work with him on his next venture, as well as assisting with the advertising/web presence of his other businesses.

My first task in this employment was to create the brand and technology for a new startup 'Today's Paper'. This was to be a portal though which all of the UK's major newspapers would be readable online, in their native print layout. This business never got off the ground due to price negotiations with the major newspaper groups failing. Though disappointing, this was an educational journey.

More recently I've been working for another furniture brand in the Ward Group. I have redesigned their logo, created an e-commerce site and am now handling their print advertising and point of sale material. My new style of print advertising has seen FW Home Stores celebrate several weeks of record-breaking turnover, and consistent improvement in like-for-like sales.

01/08 - 03/09

Sleepright UK Ltd.

IT Manager / Web Designer / IT Support Helpdesk / Graphic Designer

My role at Sleepright covered all of the above, often simultaneously. A rapidly growing startup, Sleepright opened 100 stores in 18 months, and lacked an IT infrastructure. In a very challenging and exciting year I:

- Doubled website sales through SEO and PPC management
- Wrote from scratch a corporate intranet
- Worked closely with the CEO and directors, designed a web-based ePOS system
- Created a network infrastructure for store PCs
- Designed a number of point of sale materials
- Managed a successful direct-mail campaign that resulted in £40 000 of new sales

01/06 - 09/07

Self-Employed - Jumpstart Media

For just under two years a friend and I built up a business partnership promoting retail outlets and small businesses. We sold advertising space on a map that we distributed to freshers at several university cities in the South West. This was the first time I had undertaken a large project, putting my technical skills to real-world use.

Under the name Jumpstart I also did work for a variety of clients, designing websites, posters, and even arranging a sandwich board and leafleting in Exeter city centre. An interesting and character building two years taught me many things, including:

- The importance of deadlines
- Money and time management
- Communication skills
- Task delegation

## education:

I studied for a year at Exeter College, achieving an 'A' grade (Philosophy) and two 'C's (Psychology, Music Technology) at AS Level. Rather than stay on for the second year I made a decision to pursue my business ambitions.

## references:

Available on request.