



# Mark Hebblewhite

**Address:** 25 Godge Place, Fitzrovia, London, W1T 4SP

**Phone:** +44 (0)777 1665128 **Email:** mhebblewhite@urbanxtremes.com

**website:** www.urbanxtremes.com

“ Mark has extensive experience within the internet, design, video and photography business, he has worked at a spread of agencies; MotorTrak, 1eEurope and also ran his own freelance agency for five years. During this time he worked across a range of integrated accounts including Mercedes Benz, Financial Times, Porsche, Fidelity Investments, Jupiter Asset Management, Peugeot, Jaguar, Euro Tunnel, HR Owen, British Telecom, Ceridian and Corgi Gas. Over the past three years he has been working full-time at Jupiter Asset Management as their Multimedia Manager looking after their website, overseeing the Marketing teams content creation; he also creates all the corporate videos and covers all photographic needs.

In his spare time, Mark runs a non profit business education news website; which has over 30k visitors per week and a team of international journalists who writes the content for the site.

His skills are an important marriage for any company striving for a high standard in their multimedia business developments. ”

## SPECIALITIES & SKILLS

### DESIGN

Photoshop, ImageReady, Illustrator, Premier, After Effects, Flash, Animation, Video encoding, InDesign

### WEB

HTML, DHTML, CSS, JavaScript, PHP, MySQL, Homesite, Web Streaming, Search Engine Optimisation, MCMS, Interwoven Teamsite, Watchfire WebQA, WebTrends Reporting, Sunbelt, Online Marketing, SEO, Sharepoint, Commerce Server

### OTHER

Photography, Lighting, Video, Adobe Audition, Word, Excel, PowerPoint, CD-Rom production, ProCoder, Media Cleaner, Cameraman, Typing speed 56wpm, Full Clean British Driving License

## HONORS AND AWARDS

**Overture (Yahoo)** Best SEO on UK Financial Sites (06)

**Kasina** "Top 10 European Websites" for Fidelity (03/04)

**Money Marketing** "Best designed financial site in the UK" for Fidelity (03)

**DTI Award for Excellent** "Most Original Concept" for CMYSELF payroll extranet (01)

**Computer Weekly** Best Designed Online eCommerce Site" for China Craft (01)

**.net Magazine Award** "Most Original Designed Site" for Sytner UK (99)

**Web Design Course** "Accepted as the national curriculum" (00)

## EMPLOYMENT HISTORY

**Jupiter Asset Management** March 04 to Present**Multimedia Manager** (contract to permanent)

Working within the marketing department looking after their website, overseeing the Marketing teams content creation and daily web tasks; I also create all the corporate videos and cover all the companies photographic needs.

- Manages the marketing teams daily web tasks, edits and authors the Jupiter websites
- Designed and built the front end web templates for inclusion on the MCMS system
- Worked with the project manager to write high end web/technical and architectural specifications for the development of the company websites
- Optimised all websites for usability, and accessibility to priority level 1
- Raised the search engine ranking on Google from previous average page ranking of 10 to the top four listings on page one
- Creates all branded banner ads for use on the company websites, emails and microsite's
- Wrote two Jupiter branded style guides for web and PowerPoint
- Produce all web analytics for delivery to business heads
- Updated all Fund Managers photographs for national and trade press
- Setup the Jupiter video service, and I create all the Fund Managers videos which are distributed across various organisations
- Trained the Marketing teams in HTML and coding best practices, and other business teams on the uses of Social Media

**Fidelity Investments** February 02 - March 04**Multi Media Designer** (contractor)

Worked within the Fidelity's internal design agency, developing multimedia projects and streaming video

- Managed and implemented design elements to Fidelity websites
- Helped introduce video capture and editing capabilities within previously print orientated environment
- Established and developed new-media design projects in various formats including video, flash
- Created video stings for high profile corporate events and shows
- Videoed/edited national/internal financial events
- Engineered the look and feel for many web form applications
- Produced webcast material for streaming to clients via Fidelity websites
- Photographing Fund Managers and some corporate brochure images

**Financial Times** January 02 - February 02**Freelance Designer** (contractor)

Worked closely with the Marketing department of FT.com, ensuring the smooth transition between the name change of FT MarketWatch to FT Investor.

- Successful designed the production of banner advertising ads
- Redesigned various email news letters, whilst keeping the FT corporate brand in place
- Developed B2B informative PowerPoint presentation

**1eEurope UK Ltd** June 00 - January 02**Senior Web Designer** (permanent)

1eEurope UK is a subsidiary of 1eEurope International, a leading pan-European e-business solutions provider with an integrated network of over 300 employees. Looked after a small team of 5 designers, assisting them in developing their skills; teaching them about compatibility and usability

- Formulate layout and design concepts/architecture, select and secure suitable illustrative material or conceived and delegate production of sites to junior web designers or photographers
- Designed company visual communications media, such as, posters, packaging and on-line services
- Review illustrative material and consult with client or individual responsible for presentation regarding budget
- Analyse and adjust web sites for cross browser compatibility and improvements of overall speed and users navigation
- Clients included, Eurotunnel, Agfa Monotype, British Telecom, Ceridian, Corgi Gas and Winesmart to name but a few

## EMPLOYMENT HISTORY

**Motortrak Web Development** 1999 - 2000**Senior Web Designer** (permanent)

Designed over 200 sites for the motorcar industry, assisted new team members with building their design skills and usability

- Liaised with Porsche for the development of their web style guide
- Main client base I designed for: Peugeot, Jaguar, Jeep, Mercedes Benz, Porsche and Lexus
- Developed dealership websites to follow brand of the car manufacturer
- Trained staff on cross browser compatibility and design practices

**Direct Computer Training (DCT)** 1996 - 1999**Trainer / Marketing Executive** (permanent)

Originally joined DCT to learn networking, as an entrance to getting into the web industry. In my free time I would use the schools equipment to build websites for local companies. The head of the school saw this and asked whether I would like to set up and teach a web design course. In 2000 the course I designed became the national curriculum; which is taught in schools and colleges in the UK

- Trained in Web design, HTML, Photoshop, Animation and JavaScript
- Worked with the classes to produce commercial websites as part of their course
- Organised the marketing strategies for the course
- In two years the course grew from strength to strength, starting from one student in a morning course which swiftly increased to 10 students, with in a couple of months an afternoon course and night course had been introduced

**EDUCATION / COURSES****Various Training Vendors**

Affective Management and Strategies in Today's Workplace, Video Editing, Video Lighting, Action Scripting for Flash and Penetration Testing

**London School of Journalism** (2009)

Grade A in News and Features Journalism

**Direct Computer Training** (1997)

D54 Teachers Certificate, NVQ level 3, Network Technology in Novell and NT

**Medway College of Art and Design** (1991)

Bachelor of Art in Design and Fashion

**Hasting College of Design and Technology** (1988)

HND in Fashion Design

**RECOMMENDATIONS**

"Mark's abilities lie in that fact that he is both client facing as well as technically adept in producing quality design materials. This combination of skills makes him stand out from the crowd and makes him a good choice for any client who is looking for someone who can deliver what he promises."

"Mark Hebblewhite is a consummate professional at every level who exercises the rare traits of dedication and insight in every task that he undertakes. Few individuals understand the mechanics of web design, strategy, and SEO as well as he does. It has been a pleasure to have Mark aboard the mba4success Business Education Network team."

"Mark provided excellent designs and graphical guidance for the many document generation solutions we built, on time and getting all the details right."

"Mark was a true inspiration to work with. It was an honour to be teamed with Mark on many projects and benefit from his talents."