

SIMON MCCABE

CREATIVE DIRECTOR
VIDEOGRAPHER, EDITOR & PRODUCER

Award-winning and experienced innovative Creative leader with a solid record of accomplishment in managing marketing teams, production, videography and an excellent understanding across a multitude of business landscapes. Experienced in managing all stages of designing campaigns and boosting sales with creative and proactive approaches. I've worked with global brands such as DAZN, Mars & DP World. Expertise includes graphic design, studio management, camerawork and editing. I seek another challenging position in a full service media agency or exciting consumer brand where I can contribute and grow.

STRONG CREATIVE

INFLUENCER

MULTI-TALENTED

WORK

Digital Design Director, ELLA Digital Ltd.

Mar 2022 - Present / Tunbridge Wells, Kent

My role at ELLA is to lead the entire creative process for all internal and external projects. I'm hands on working with the brand, marketing and product delivery. As team leader, I'm tasked with a range of duties from creative direction to mapping our digital strategy. My role also includes leadership of our video and motion production which includes scriptwriting, videography and editing. I'm also involved in the pitch process and business R&D.

- » **Creating digital products for all new and existing projects.**
- » **UI and UX design throughout the product life-cycle.**
- » **Designing for mobile solutions and apps.**
- » **Produce watertight schedule and media delivery for online platforms.**
- » **Concept media for proposals and future projects.**
- » **Filming production and delivery.**
- » **Photography support for all projects.**
- » **Visually exciting graphic design and brand concepts.**
- » **Mentoring team members and developing new talent.**
- » **Project ownership and management.**
- » **Forming company creative policies and guidelines.**

ACHIEVEMENTS

- » **Producing exciting new B2B, D2C & B2C solutions for clients.**
- » **Design & develop new company website.**
- » **Producing company master deck including new brand direction.**
- » **Producing engaging new video content for ongoing marketing.**
- » **Developing GTM creative service packages.**

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SKILLS

Art & film direction
Videography
Editing & audio
Script writing
Storyboarding
Photography
Brand design
Campaign direction
Concept design
Graphic design
UX & UI design
Website design

EXPERTISE

Adobe Creative Suite
FCPX
HTML & CSS
Microsoft 365
Salesforce/Pardot
Trello
UK driving licence
Windows & Mac OS

KEY SKILLS

Demonstrable hands-on approach
Full-lifecycle creative production skills
Team management and staff mentorship
Strong business acumen
Proven aptitude for creating content which engages, sells and inspires

WORK

Head of Design, Selectapension Ltd

Jan 2019 - Mar 2022 / Crowborough, East Sussex

I reported directly to the MD whilst liaising with the sales and development teams to present the Selectapension vision to our subscribers and potential customer base. From brand management to UI/UX capabilities, my key responsibilities are to maintain a professional, user centric and respected presence across the fin-tech marketplace.

- » **Confidently directing all brand exposure and asset deployment, introducing long-term social media and video strategies to generate audience engagement and sales.**
- » **Development of our UI and implementation, working closely with the development team to update all interactive elements and journeys.**
- » **Creating engaging video content for overall brand mission, software sales ads, corporate literature and training.**
- » **Monitoring user engagement throughout the Selectapension journey with in-house and Google analytics.**
- » **Managing campaigns and integrations through Salesforce and Pardot.**
- » **Documenting and monitoring all project tasks with Trello and Sharepoint facilities.**

ACHIEVEMENTS

- » **Focused the marketing team towards the sale of the business, which was achieved in December 2021. I continue to roll-out a cohesive creative marketing strategy henceforth.**
- » **Initiating a brand refresh in both public and subscriber interfaces along with implementing a contemporary style guide in our direct marketing to maximise the user experience.**
- » **Bringing video and motion graphics to the business allowing our sales team more opportunities to express and fully articulate the user journey.**

Creative Director, RidgeMonkey

2017 - 2019 / Pleshy, Essex

- » **Working at board level to successfully develop and lead the strategic creative vision of this angling and outdoor living brand through rapid growth.**

Director, Skyblue Creations Ltd

2002 - 2017 / Coggeshall, Essex

- » **Portfolio:** *DP World London Gateway, Chelmsford City Council, Reebok, MARS, Greenfields Community Housing, London Golf Club, Abrams & Chronicle Publishing, Sonik Sports, DIA Group, Trevoise Golf & Country Club, The Knight Group, Montessori School, Conservative Party.*

AWARDS

Essex Digital Awards:
People's Choice (Gold)
Tourism & Hospitality (Gold)
Best Small Business (Silver)
Lifestyle & Culture (Bronze)
Best Small Business (Silver)
Overall Best Website (Gold)

EDUCATION

BTEC in Graphic Design

Kingsway College, London

GCSEs inc. Graphics, Art, Music, English & Physical Education

Honywood, Coggeshall, Essex

I am forever educating myself on YouTube and tutorials to strengthen my knowledge base and skills. My goal this year is to attend a credited film production course for documentary journalists and videographers.

OUTSIDE INTERESTS

In my spare time I love to socialise with friends, go to gigs, travel and pursue my hobbies which include:

Vlogging & maintaining my social channels
Photography & video tech
Fishing & outdoor activities
Wildlife watching
Snowboarding
Playing the piano
Collection art & toys
Drawing & painting