

# 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

### Head of Marcomms & Media, RidgeMonkey

Oct 2024 - Present / Essex & Liverpool

As the Head of Marketing Communications and Media, I oversee all media activities within the company, ensuring a cohesive and strategic approach to our communications. I play a hands-on role in both production and media, creating exciting new films and engaging social content. Additionally, I guide the business in all aspects of creative services, manage the film department, and provide technical support for all camera and editing needs. My contributions are integral to our marketing efforts, driving the company's creative vision and enhancing our media presence.

- » **Oversee all media activities within the company.**
- » **Develop and produce new films and social media content.**
- » **Guide creative services and strategic communications.**
- » **Manage the film department and provide technical support for camera and editing needs.**
- » **Collaborate with marketing to enhance overall strategies.**
- » **Ensure alignment of media activities with business objectives.**
- » **Monitor and analyze media performance, adjusting strategies as needed.**
- » **Lead the creative team, ensuring adherence to brand guidelines.**
- » **Plan budgets and allocate resources for media projects.**
- » **Maintain relationships with external media partners and vendors.**

## ACHIEVEMENTS

- » **Introduced a fresh, cinematic, and engaging format to all media productions.**
- » **Upgraded cameras and editing platforms to exceed market standards.**
- » **Strengthened the creative media team with robust support and leadership.**
- » **Ensured RidgeMonkey brand is consistently represented at a first-class level.**

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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

### Digital Design Director, ELLA Digital Ltd.

Mar 2022 - Oct 2023 / 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.**

## 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

## 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, Trevoze Golf & Country Club, The Knight Group, Montessori School, Conservative Party.*