



# JACK PAVIOUR

## CURRICULUM VITAE

### SKILLS AND AREAS OF EXPERTISE

- Creative Design
- Branding & Advertising
- Copywriting & Communications
- Editing
- Proofreading
- Social Media
- Ecommerce and Digital Content
- Video Editing, Production, Promotion
- Producing and Designing Print Ready Artwork
- Web Design/Development, Wordpress, CMS
- IT Support and Customer Support
- Google Apps for Education & Business (GSuite)
- Adobe Creative Suite (Including Photoshop, InDesign, Illustrator, Dreamweaver, Premiere Pro, Acrobat)
- Microsoft Office and Windows Applications
- Strong problem solving skills
- Staff Training
- Reprographics and Print Management

### SUMMARY


I am a young professional with a keen eye for detail and a commitment to getting a job done well. Throughout my life, I have developed many various skills and disciplines in order to effectively manage and prioritise my workload in each and every role.

Studying Advertising at University allowed me the opportunity to not only develop my teamwork skills, but also learn the techniques needed to interpret a client brief to find a particular want or need. It is this ability, which has allowed me to effectively build rapport and establish strong relationships both professionally and personally.

Throughout my degree, I would often work with students of other subjects (including Marketing, Photography, Photojournalism, Television and Radio Production). With each of these projects came a wide variety of challenges, which I managed to solve through logical thinking and great teamwork. Throughout many of my assignments, I would take a leadership role amongst my team and would arrange group meetings regularly to discuss thoughts and concept ideas and plan events. Due to this, my senior lecturer took notice and asked me to become a course representative for Advertising. This role involved organising various events for students and discussing syllabus suggestions with the Head of Advertising

I am a proactive person and enjoy working with and communicating with people of all ages and positions. I have a very strong interest in online communication, design, branding, anything creative and the challenge of coming up with ideas to produce finished work and designs that are both effective and appeal to the target audience. I regularly take part in networking with people of all levels and helping others to build their confidence in using IT, social media and anything IT related, as I feel this is something that everyone can benefit from, given the correct guidance.

I am proficient in image manipulation and conversion, video capture, Microsoft Office applications, Adobe applications (including, Photoshop, InDesign, Premiere Pro, After Effects, Illustrator, Dreamweaver, Acrobat Pro and more). As well as, imaging software, conversion software, database packages, various CMS and CRM utilities, , Google Applications (GSuite), Chrome, Apple Mac and other app based utilities, in-house utilities, scanning software and a number of other graphics, data and publishing packages. I have used many web editors and design packages including Wordpress, Google Sites and Squarespace, Adobe CC, CS5 and CS6, Final Cut Pro and other video software as well as numerous other solutions for video editing, animation,

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### DEGREE:

ADVERTISING BA HONS 2:1

### EMPLOYMENT AREAS TO DATE:

SALES, DESIGN, RETAIL, MARKETING, PR, COMMUNICATIONS, DATA ENTRY, IT, PRINT

### HOBBIES & INTERESTS:

SINGING, DRIVING, BOARD GAMES, READING, SOCIAL MEDIA, BUSINESS COPYWRITING, POLITICS, BRANDING, WEB DESIGN, NETWORKING, PLAYING VIDEO GAMES, ECOMMERCE.

### SOFTWARE:



# EDUCATION

**University of Gloucestershire:**  
**September 2010 - June 2013**

2:1 Advertising B.A Hons

**Oxford and Cherwell Valley**  
**College: September 2008 - June**  
**2010**

A Levels - Media, Photography,  
Film Studies.

**The Cooper School: September**  
**2003 - June 2008**

GCSEs - Grades A-C -  
Maths, Double Science, English  
Language, English Literature,  
History, ICT, Certificate in Digital  
Applications, Music, Drama, P.E,  
R.E.

## TEMP ROLES & COMPANIES

**MONTPELLIER CREATIVE**  
PR & Design Assistant

**PARAGON:**  
JLR Handover Co-ordinator

**ANTHEM X**  
P.A & Social Media Assistant

**WEBMART:**  
General Assistant

**GUSTO GAMES:**  
Video Games Tester

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**REFERENCES:**  
AVAILABLE UPON REQUEST

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**WEBSITE**  
[www.paviourdesigns.com](http://www.paviourdesigns.com)

- **Advertising Sales Executive - (Fixed-Term: Maternity Cover Contract)**  
**John Good Limited: October 2018 - Present**

Managing the advertising contracts for a portfolio of theatres.

Liaising with companies in various regions throughout the UK to secure new business.

Building strong rapport to ease in creation of new business and renewals with pre-existing clients.

Booking advertising clients onto the CRM system and maintaining regular contact with our Production Team to ensure all advertisers artwork has been included and remains up-to-date.

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- **Sales Executive**  
**Eden Motor Group: June 2018 - September 2018**

Demonstrating added benefits of additional automotive packages, insurances and products in order to up-sell vehicles and increase sales.

FCA certificated.

Attending Eden Way of Selling training in order to effectively manage sales funnel and consequently increase personal sales.

Forming great rapport with customers throughout the entire sales process.

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- **Graphic Design and Business Manager**  
**Waddesdon Church of England School: March 2016 - June 2018**

Day-to-day management of the department: Assisting with all incoming enquiries and effectively prioritising all tasks due for completion each day.

Liaising with both internal and external clients to effectively manage customer needs and expectations.

Attending regular meetings with Line Manager to plan out upcoming projects and the most effective way to deal with each and every request.

Creating new design for the school website in order to make the layout more effective for teachers, parents, governors and students UX and UI.

Redesigning the school newsletter in order to draw greater student engagement and brand uniformity.

Suggesting innovative design solutions to staff and client queries to maximise the department facilities and create new literature for both students and parents.

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- **IT and Media Support Technician**  
**The Cooper School: March 2014 - March 2016**

Developing strong IT skills in order to fix both software and hardware.

Providing first-line support to both the Primary and Secondary Schools within the Bicester Learning Academy.

Videography and Photography of all required projects for BLA.

Editing together video footage and photos to create promotional material for events, presentations, school shows, open evenings and trips etc.

Training allocated members of staff in individual department website management and students in using the on-site Media Studio facilities.

Gathering content from staff and students to create designs for the school newsletter on a termly basis.

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- **Marketing Manager**  
**Formal Tailor: January 2014 - March 2014**

Identifying and approaching businesses to create new opportunities.

Liaising with bloggers and Formal Tailor's social media following, to widen exposure of products and company image.

Writing copy and photographing products for a range of social networking sites, web content and ecommerce sites, as well as the company newsletter via GoDaddy.

Creating HTML signatures for all staff members to establish brand and corporate uniformity.

Liaising with potential media agencies and representatives to negotiate rates and discuss upcoming marketing campaigns and promotions.

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- **PT Sales Assistant**  
**Brands within Bicester Village; Reebok, Armani, D&G, Gucci, Bally, UGG: February 2008 - January 2014**

Building excellent rapport with customers and achieving high sales targets set.

Discussing ideas and methods with upper management in order to effectively manage the departments and increase productivity of both the store and individual areas.

Creating a staff-training guide for new Armani staff;

Merchandising & restructuring of the departments in various stores to make the shopping UX flow more fluidly.

Using mental Maths skills in order to mark up discounts in multiple stores.