

# ALAN FEWINGS

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## Who am I?

I have 20 years of design, print production and artworking experience, as well as account, project and people management experience.

My work history demonstrates initiative, the ability to motivate myself and others, and the desire to be successful.

## What can I do?

- Adobe CC: InDesign, Photoshop, Illustrator, Acrobat, Premiere Pro, After Effects, Captivate.
- CSS and HTML to a beginner level.
- MS Office: Word, Excel, Powerpoint.
- PC and Mac proficient.
- Typing 60 wpm.

## What have I done?

- Designed a range of materials for print and digital including brochures, textbooks, catalogues, posters, websites, banner ads, email marketing, stationary, logos and full branding guideline concepts.
- Implemented new Pearson branding guidelines across company printed materials.
- Created new Pearson recruitment advertising materials, including posters, press ads and banners.
- Project managed the delivery of over 200 subject specific reports for examiners and teachers in four weeks, to meet A Level and GCSE results day. This also included people management.
- Managed a commercial television airtime portfolio including BT, Volkswagen
- and GlaxoSmithKline.
- Management of Citroen direct marketing including an extensive report to analyse and assess the fulfilment practises of other car companies.

## Employment

### **2023-present North Essex Partnership NHS Foundation Trust, Runwell, Essex**

#### Software Trainer

- Training staff to use new Electronic Prescribing software, covering nurses, doctors and pharmacy staff.
- Create training materials including printable guides and online interactive resources.
- Manage admin tasks including diary management, room booking and liaising with senior ward staff to arrange appropriate training slots.

**2022-2023 Halfords, Chelmer Village, Chelmsford (part-time).**

Shop floor supervision, back office administration, stock control, dealing with customer queries, till operation, stock replenishment.

**2022 Joescaramanga.co.uk**

Started my own business selling t-shirts of my own designs based on cult movies, music and classic TV shows.

**2017-2021 Halfords**, Chelmer Village, Chelmsford (part-time).

Customer service role within the automotive retail sector.

Shop floor supervision, back office administration, stock control, dealing with customer queries, till operation, stock replenishment.

**2016 Beanstalk Marketing**, Moulsham Street, Chelmsford (part-time).

Design print and digital documents including banners, emails, PPC landing pages, websites, event materials, white papers, case studies, stationary, logos and branding.

Also some basic coding of HTML emails.

**2014-2016** Career break to raise a family.

**2003-2014 Pearson Education**, Holborn, London.

Design print and online advertising, event materials, marketing assets, textbooks, exam papers, brochures and more.

**2002-2003 Edexcel**, Russell Square, London (temporary contract).

HR administration and management of temporary staff.

**2001-2002 Shelter**, Old Street, London.

Head office support for nationwide chain of Shelter shops.

**2000-2001 Granada Enterprises**, Grays Inn Road, London.

Airtime Sales Executive. Managed a portfolio of clients to ensure the most appropriate and efficient airtime. Clients included BT, Volkswagen and GlaxoSmithKline.

**1999-2000 Response, Analysis and Mailing**, Haringay, London.

Direct Marketing Account Executive. Account management for direct marketing activity for Citroen and BT.

**Education**

**1995-1999** University Of North London (now London Metropolitan University).

2:1 BSc (Hons) Communication and Cultural Studies.

**1992-1994** Broadoak Sixth Form College, Weston-super-Mare, Somerset.

A Levels: Communication Studies, Theatre Studies, Politics.

**1987-1992** Broadoak Secondary School, Weston-super-Mare, Somerset.

8 GCSEs including English (A), Maths (A), Design and Technology (A), Art and Design (B).

**Interests**

Football, video games, bike riding, quizzes, reading, and karaoke.

**References** Available on request.