

JOSH BOWLEY

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I am a strong believer in hard work and I haven't rested on my laurels since I started my first job at 16. I have had over 6 years of experience in the advertising and marketing industry across different roles. My passion and great knowledge of digital has given me the opportunity to create, manage and execute great pieces of work. I love to be challenged and always push myself to be the best I can be. Having a developer background really gives me the edge when working across different projects, stakeholders and teams. I am self-motivated and work well under pressure; being strong team player and extremely positive, I can motivate others too.

WORK

HAVAS LYNX

Digital Producer/Planner

(August 2013 – present)

In a multidisciplinary team of 30 people, my role is to plan, develop & execute digital strategy. From pitch or initial concept, to content/digital development right through to final delivery (assets include websites, apps, AR, emailers, banners, social ads, search ads and SEO). This is usually for global clients and across multiple affiliate markets/languages. My areas of focus are digital strategy, UX, content optimisation and analytics. I work closely with the heads of strategy, creative and development to bring together a truly multi-disciplinary team. I am fundamental in bridging the gap between our creatives, client services and developers to deliver high quality work within budget and on time. My responsibilities also include internal education on the

latest developments in digital, with the latest technology and methodology. I am also responsible for maintaining internal best practices and workflows for digital projects, making sure all team members are aligned in the way they run and execute digital projects. I manage my own time and I am very self-motivated; keeping on top of projects and meeting tight deadlines for multiple projects at once. I take responsibility for these deliverables and solve any problems that may occur on the way; I handle *all* digital projects that come through the team. I am also Google Analytics certified through the official Google Partner Program.

Motion graphics developer

(July 2011 – August 2013)

I joined LYNX as a motion graphics developer, bringing my love of film and moving image to the team. I quickly established myself as a very

capable individual that others would consult for advice. I demonstrated my leadership by taking the initiative and creating a 'cheat sheet' on how to get jobs done more efficiently and to a high standard. I developed my Photoshop, After Effects and Premier Pro skills to a Professional standard. I created some great work for Everton FC and many different clients for internal and external promotion of their brands

JKB PHOTOGRAPHY

Photographer

(August 2008 – May 2012)

I was a self-employed photographer asked to carry out numerous commissions for online retail companies, individuals and businesses. I developed an interest in fashion, landscape and portrait photography.

EDUCATION

Leeds Metropolitan University

(September 2007 – May 2011)

1st Class BSc (hons) in Multimedia Technology

Cheadle and Marple Sixth Form College

(September 2005 – May 2007)

3 A-Levels

Werneth High School

(September 2000 – May 2005)

11 GCSEs and NVQ I

PERSONAL SKILLS

Leadership

As the sole digital member of my team, I take responsibility and leadership for multiple projects whereby many different disciplines would rely on my decision-making and leadership to execute projects. I am a natural leader of people and remain calm under stressful situations and tight deadlines. I believe this, along with being able to motivate people, is what is fundamental in making me a good leader.

Communication

Being the main point of contact for multiple projects, my communication skills have to be on point. I usually keep on top of my communication with regular stand-ups, status calls and project tracking. It is important to keep all stakeholders informed of projects, any risks and blockers that arise. My communications skills keep everyone informed at all times, allowing the business to work efficiently and profitably.

Teamwork

I have worked with many different stakeholders and team members across varying projects, from the CEO on pitches, to juniors on video shoots. I have a great ability to get along with people and bring out their strengths. I work with whoever, and whenever, to get the job done; a good sense of humour certainly helps! I understand people's different personalities and quickly learn their individual needs, allowing me to bring them together as a team and form strong relationships.

Presentation skills

I am a confident presenter to small and large audiences, to clients or internal staff. I gauge the audience and clearly present information in terms they will understand. I believe in preparation prevents poor performance, but there have been many times I've had to think on my feet and pull something together last minute to a good reception.

Organisational skills

Through my years of experience in developing and project management/planning, being organised is second nature to me. Using different project management software and time management techniques, I plan projects collaboratively and keep people involved at all stages. Planning is key to success, but curveballs are always thrown in at some point and I handle these proactively, calmly and efficiently.

Additional

I am an outdoor enthusiast with a thirst for anything physically and mentally challenging. Running ultramarathons, climbing the Atlas Mountain 3 peaks, long fell runs at the weekend or doing the Welsh 3000s, I love it all. Having recently been a member of the Army Reserves, I have experience and skills from a very different working environment; I have travelled to Kenya, Italy and Cyprus with the army, in different roles. This has helped me to refine my quick thinking, communication, organisational and decision making skills. I am also training to receive a Mountain Leader award, to give people enriching experiences in ways they did not think possible!