

CHERYL POYSER

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Awards

Oystercatcher

Best Agency RFI

Investors in People

Gold Award

DNA Awards

Best Digital Design

Also featured on:

thedisciplesofdesign.co.uk
serialthriller.co.uk
womenofgraphicdesign.org
caderninhodeideias.wordpress.com

Program Knowledge

After Effects
Basecamp
Constant Contact
Illustrator
Indesign
Photoshop
PowerPoint
Premiere
Salesforce
XD

Design Specialisms

Conference Design
Editorial Design
Infographics
Luxury and bespoke print
Presentation Design

Training Courses

Career Foundry UI Design
Creative Leadership
Thinking Strategically About Design
Becoming a Manager
Intermediate Muse
Digital Repro and Pre Press
Advanced InDesign
Advanced Illustrator
Advanced Photoshop
Introduction to After Effects

I am an award winning Creative Director with ten years of agency and in-house experience.

I am looking for a new opportunity to use my creative and leadership skills to grow and inspire a creative team where we produce outstanding design work.

Experience

Publicis Groupe

Creative Director

2011 - Present

Creative Director for the second largest global media and advertising group. Working alongside the Global, EMEA, UK Business Development and Marketing teams to create collateral for pitches, conferences and marketing materials.

- Working with key stakeholders to produce the creative output of multi-billion pound pitches for global brands.
- Working alongside Business Development and Design Studios in the US, EMEA and APAC and regularly travelling abroad to lead design output and freelancers.
- Creative Lead for pitches, managing a group of designers across four studios globally to ensure all design output is on brief, delivered on time, with a strong eye for detail to maintain quality control.
- Designing business critical presentations for top-to-top global client meetings.
- The role is in a fast paced pitch environment, it is paramount that I am organised with strong project management skills.
- Working hand in hand with the Head of Design to drive the studios' vision for growth. I am responsible for spearheading the creative output of the studio, inspiring the team and pushing the capabilities of individuals.
- Direct report for one senior and two junior designers. I conduct appraisals, set their goals, motivate and ensure each designer is developing to aid a strong team.
- Daily use of Salesforce. I work with the Head of Design to manage workload and give support in all aspects of the day to day runnings of the studio.
- Present InDesign and PowerPoint training courses for the company.
- Creative Director for the global re-brand of Zenith Media's presentations.
- Lead in studio brainstorming sessions which result in the successful use of experiential ideas.
- Managing budgets to ensure creative output is within costing plans allotted from Operations.
- Working closely with external production companies to produce large scale graphics and print collateral for pitches and global conferences.
- Strong rapport with a number of printers in Central London.
- Creating style guides for presentations that will be used globally for tens of pitch meetings by a large design team. It is paramount I create water tight materials for others to follow, which will ensure a cohesive style is maintained across a global pitch.
- Design outputs include, PowerPoint presentations and animations, editorial design, large format printing, e mailers, logo and icon design, UI design, headshot photography and photo editing, mock ups and infographics.

Bella Design and Marketing

Junior Designer

July '11 - Nov '11

Churchill China

Junior Designer

July '10 - Feb '10

Internships

Elmwood

About Turn

Apple Creative

2009

Education

University of Central Lancashire

BA(Hons) Graphic Design

2006 - 2010

Newcastle College

BTEC Art and Design

2009

Eaton Bank School

3 A Levels and 11 GCSE's

1998 - 2005