# Martin Gray

**martinpaulgray@yahoo.co.uk +44 (0)7790 259016**

Work History

## Current job title

Assistant Studio Director/Creative manager/Creative Artworker

## Employment record

1990-1995 Carlton Design – Paste-up Artist and Junior Artworker

1995-1998 Fidelity Colour Printers (largest in-house print services in South East England) – Artworker and Head of 'Disk-to-print' unit

1998-1999 Freedom Reprographics/Circle Services – Senior Artworker and Head of 'Disk-to-print' unit

1999-2004 Saatchi & Saatchi (Publicis Groupe) – Senior Artworker; Studio Manager

2005-2007 Arc Worldwide (Publicis Groupe) – Senior/Creative Artworker

2007-2008 Leo Burnett (Publicis Groupe) – Senior/Creative Artworker

2008-2009 Mundocom Worldwide (Publicis Groupe) – Senior/Creative Artworker

2009-Present Mundocom Worldwide – Creative Manager & Assistant Studio Director

## Length in business

20 years in total

11 years with Publicis Groupe

## Software experience

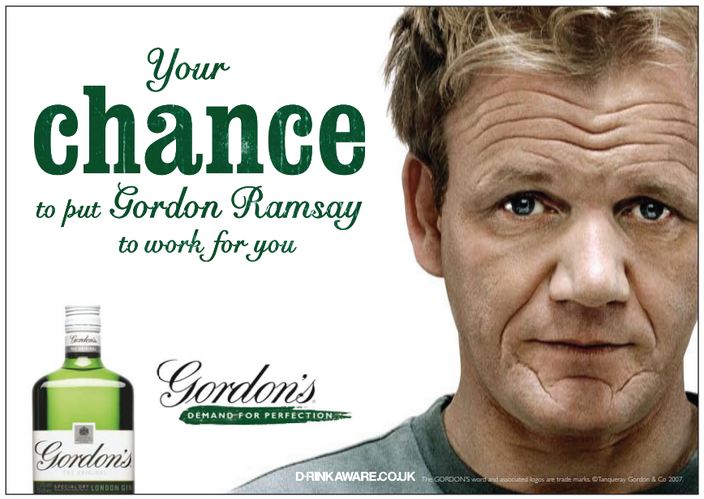
Extended knowledge in all major applications including Indesign, Photoshop, Illustrator, Quark

Experience in Flash, Dreamweaver, Fireworks, HTML programming, Powerpoint, Excel, Word

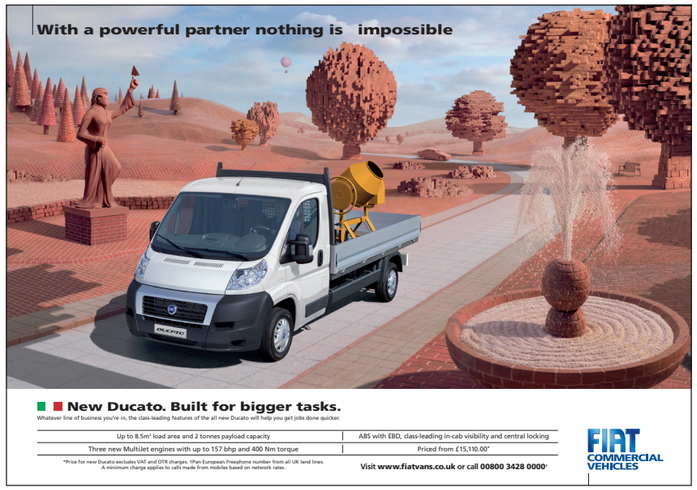
## Client base

BAA, Baileys, Barclays, Blackberry, British Army, Cadburys, Carte Noir, Coca Cola, Comet, Department for Transport, Fiat, Gordons, Guinness, Halifax, Hewlett Packard, Hilton Hotels, Homebase, Hotpoint, Kellogs, Kenco, Littlewoods, Lloyds TSB, McDonalds, Marconi, Maxwell House, Mellow Birds, Miller, National Dairy Council, National Lottery, Nickelodeon, Phillip Morris, Post Office, Proctor and Gamble, Regus, Safeway, Sainsburys, Samsung, Smirnoff, Tango, Tesco, Toyota, Transport for London, Visa, William Hill, Woolworths.

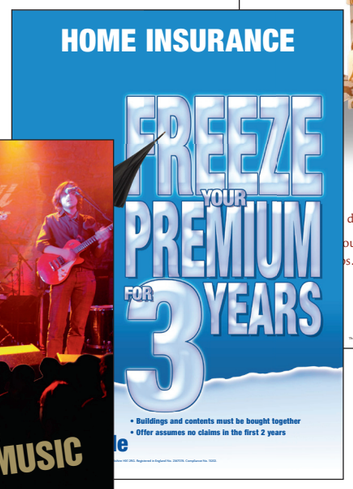
# NATIONAL PRESS ADS

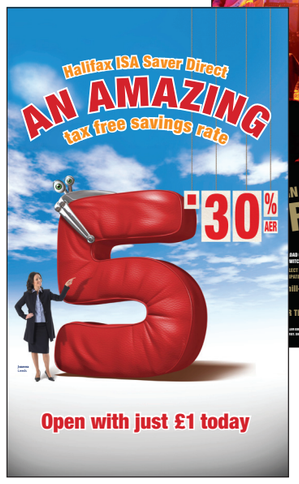


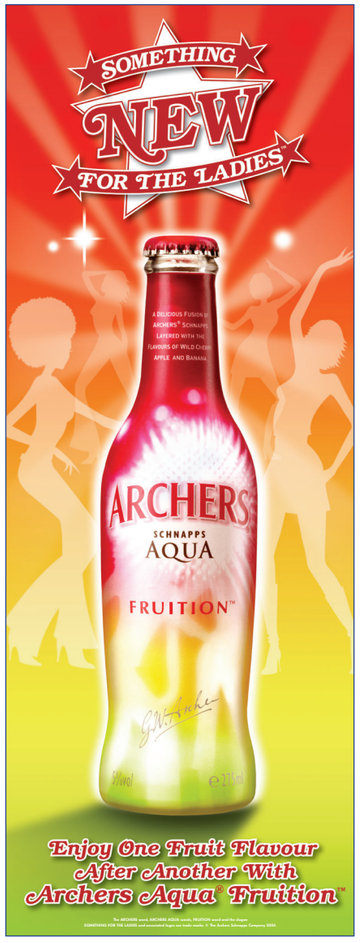
# NATIONAL PRESS ADS



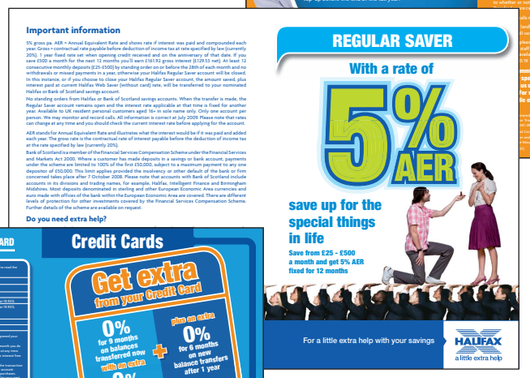
# CUSTOMER POSTERS

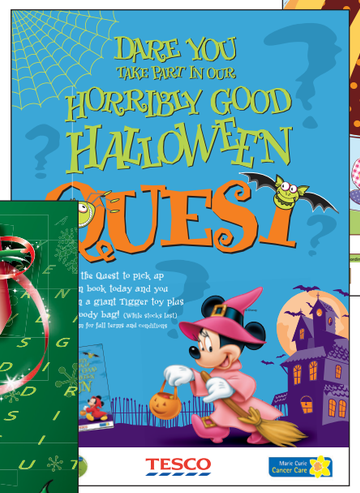




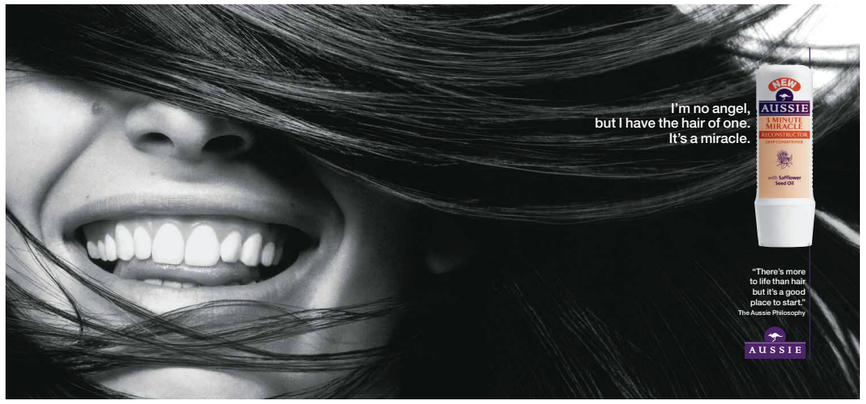



# CUSTOMER LEAFLETS

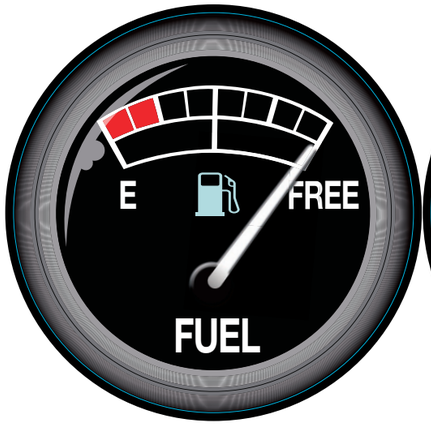


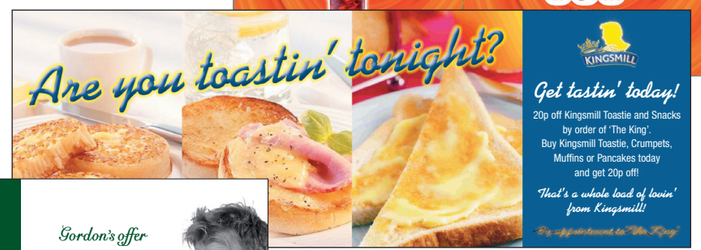


# EXTERIOR POSTERS



# DIRECT MAIL – DOOR DROPS AND INSERTS





# PROMOTIONAL MARKETING ITEMS

Bar Runners

Beer Mats

CDs

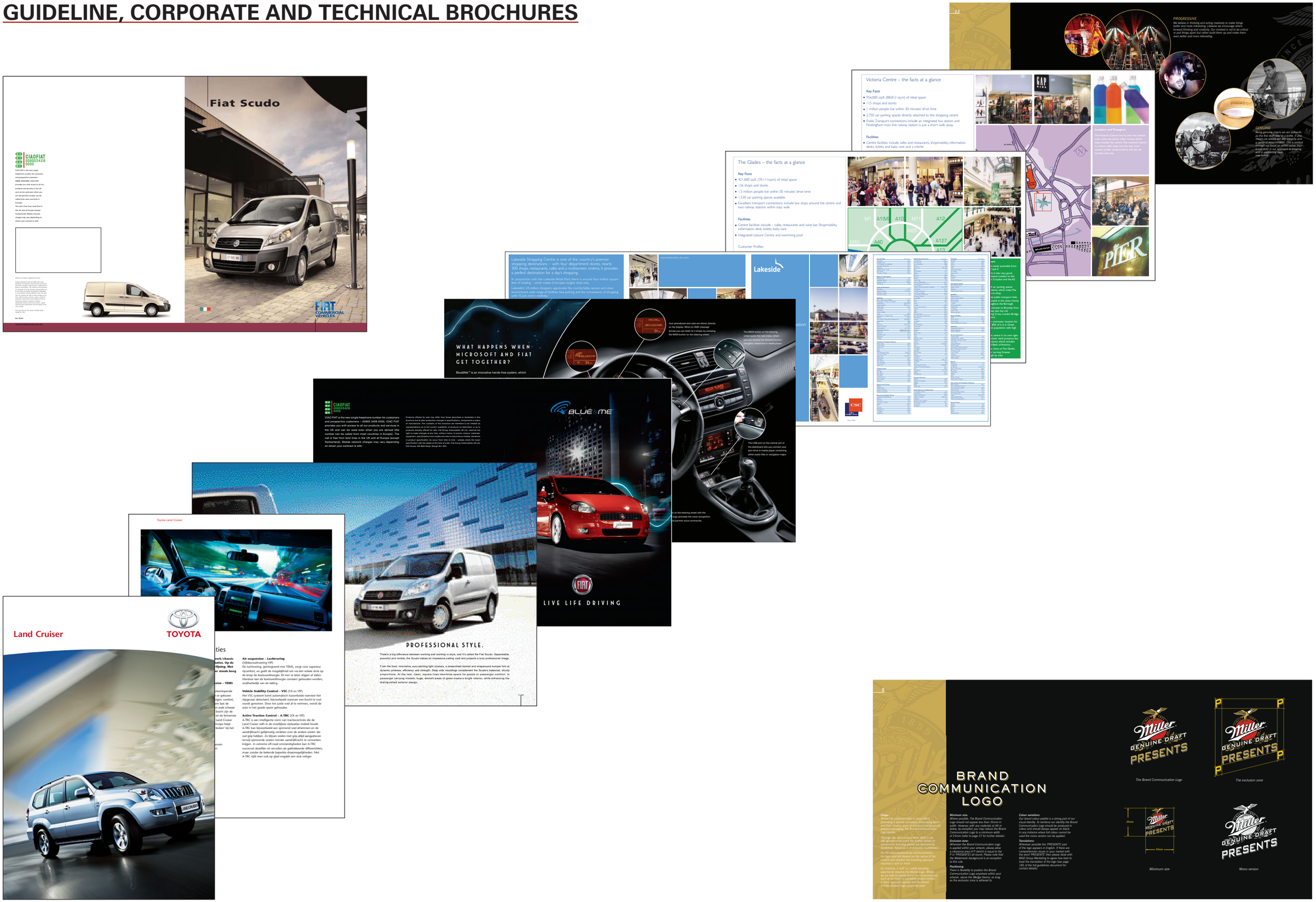
Tin Inserts

Floor Vinyls

Guitar Vinyl

Kiosk Header

# GUIDELINE, CORPORATE AND TECHNICAL BROCHURES



# TRANSLATION WORK

Есть только один способ обеспечить себе лучшее будущее. Создать его

**Завтра принадлежит тем, кто готовится к нему сегодня. Вот почему мы в Toyota постоянно смотрим вперед. Мы создаем автомобили, разрабатываем технологии, заботимся об окружающей среде и непрерывно ищем наилучшие решения для своих клиентов.**

**Сегодня**
Мы полны решимости наполнить удовольствием каждую поездку на любом автомобиле Toyota. И мы идем к этой цели, уверенно и настойчиво. Прислушав на помощь творческие, новаторские решения, мы намерены раздвинуть границы своих возможностей – и границы своих достижений. Именно такой подход позволяет нам постоянно удовлетворять запросы клиентов и предлагать им больше в том, что касается качества наших автомобилей, их дизайна, изготовления, технологии и удовольствия от вождения.

**Завтра**
Для Toyota основополагающая ценность – это «уважение». Уважение к людям, которые едут в наших автомобилях, уважение к планете, на которой мы все живем. Вот почему наши автомашины постоянно получают самые высокие оценки на испытаниях по безопасности Euro NCAP, получивших международное признание. И поэтому мы приняли и реализуем «Хартию Земли» от Toyota и нашу «Европейскую экологическую политику», в которых описывается комплексный подход нашей компании к вопросам охраны окружающей среды, формулируются наши цели и наши ценности. К 2008 году все автомобили Toyota достигнут поставленного для Европы рубежа в 140 грамм $CO_2$ на км. К 2015 году мы намерены довести уровень повторного использования материалов и деталей или использования переработанных материалов в наших машинах до 85 процентов. Уже сейчас все двигатели VVT-i отвечают требованиям Euro IV по содержанию загрязняющих веществ в выхлопе. А «Приус» нового поколения со своей гибридной топливно-электрической системой привода еще на шаг приближает нас к поставленной цели – добиться нулевых выбросов в течение всего жизненного цикла наших автомобилей и их узлов.

**Toyota**
Все больше новаторских, нестандартных решений поступают из ЕДГ, европейского дизайн-центра Toyota на юге Франции, где были созданы многие из наших автомобилей и концепций, получивших мировое признание. Эта решимость, это стремление двигаться вперед привели нас к участию в гонках Формулы 1. Мы уверены, что нет предела совершенству. На этой уверенности основана наша философия: сделать все, чтобы нашим клиентам было удобно купить наш автомобиль и владеть им.

# DISPLAY UNITS AND PACKAGING

# RETOUCHING AND ILLUSTRATION

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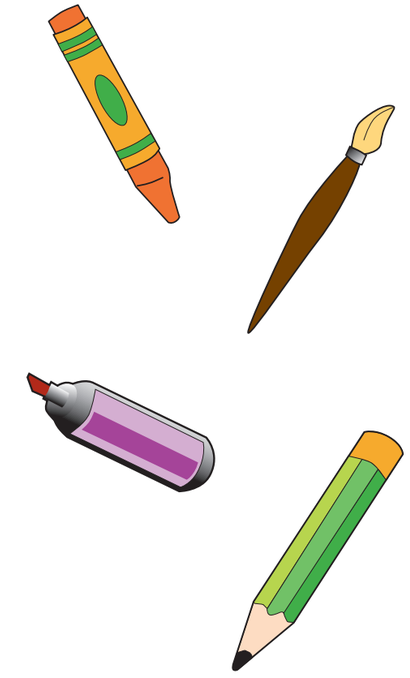

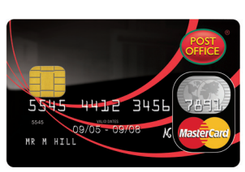


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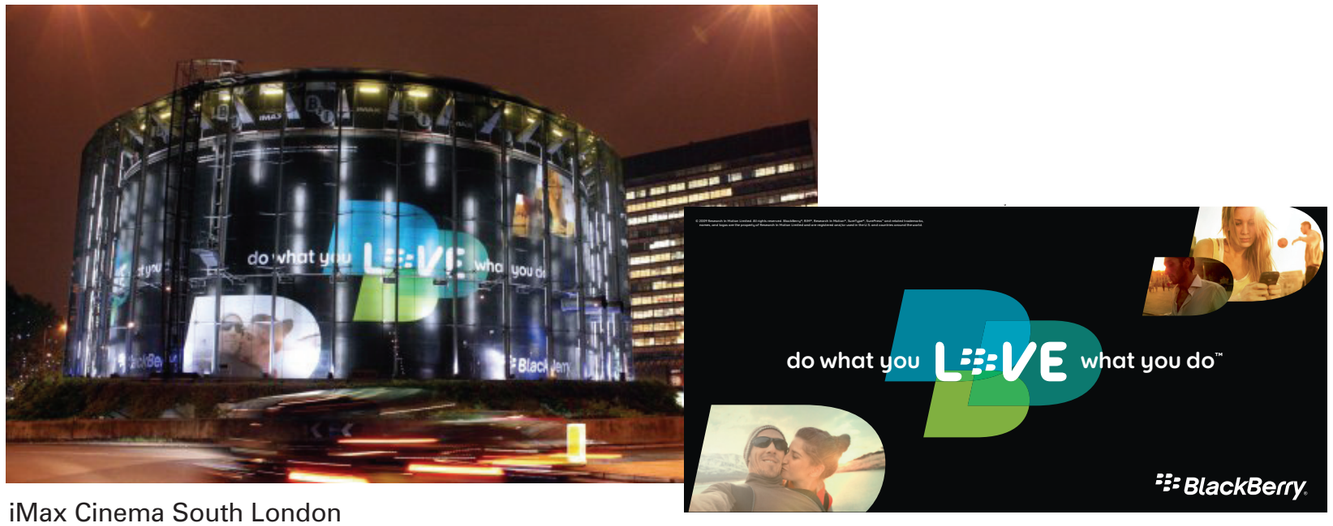
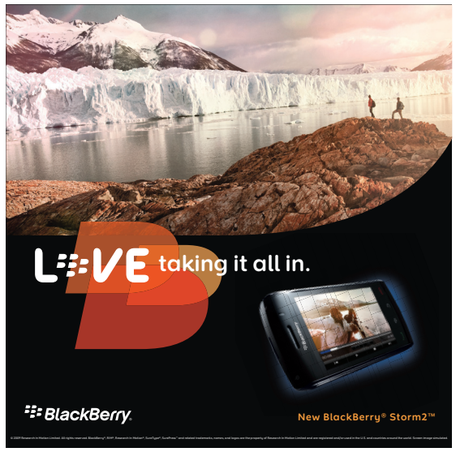
# CAMPAIGN – BLACKBERRY

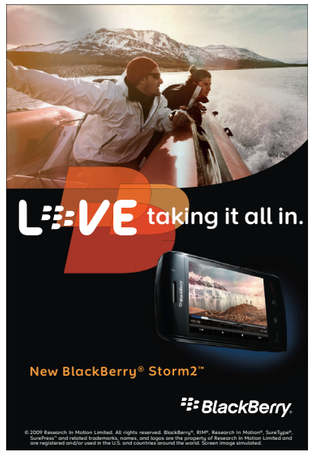



iMax Cinema South London

Generic Bustop Posters

M4 Gateway Digi-poster



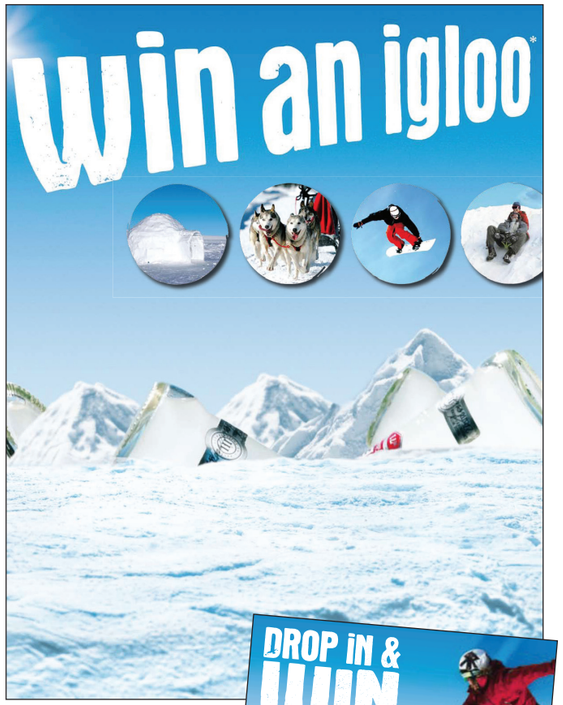



National Press adverts and Tube Posters

# CAMPAIGN – SMIRNOFF

Pillar Poster Tier Prizes

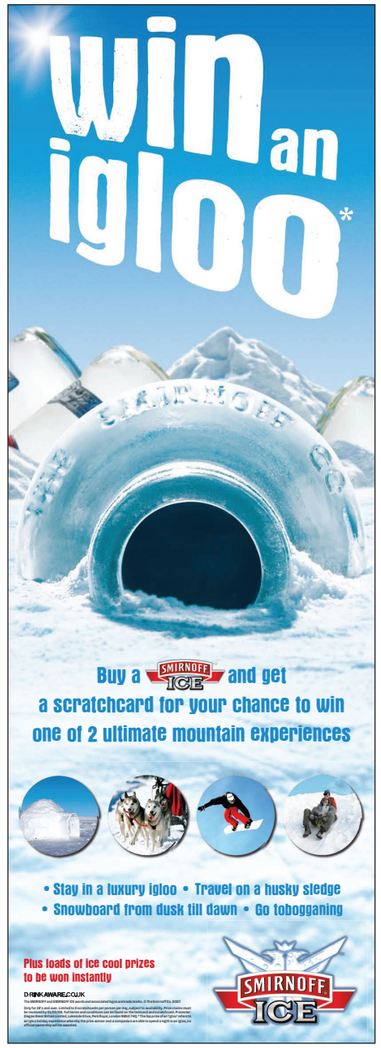
Tentcard




Back Bar Display and Entry Ticket

Empty Belly Poster

Promotional 'Goggles'




Pillar Poster Top Prize

Bar Runner

Gamecard

# CAMPAIGN – MILLER

Postcard

Table Talker

Postcard Dispenser

Staff T-Shirts

Display Unit Header

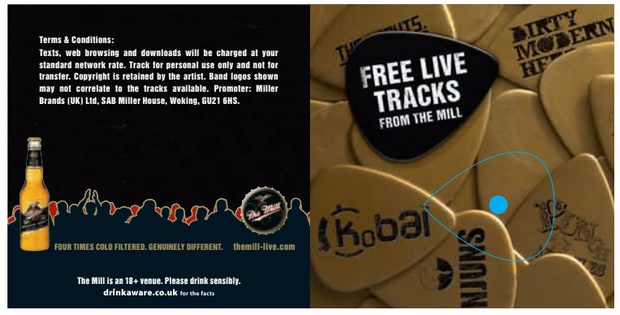
Poster

Table Vinyl

Shelf Barker

Display Unit

Licensee Brief




4pp Promotional booklet

Fiat tonight – IBM Lotus Notes

**Fiat tonight**
Tobias Horrocks to: Stuart Hornsby, Eric Whiteman, Martin Gray, Andy Mingo — 19/02/2009 23:16
Show Details

Hi Guys,

Just wanted to send an email to say thanks for pulling it out the bag tonight.

I know you guys wanted to shoot off especially after last nights pitch work so therefore even more grateful to you all for staying around and finishing off the work.

See you tomorrow.

Toby.

Thank you... – IBM Lotus Notes

**Thank you...**
Lindi Radomsky to: Ray Lovell, Martin Gray, Tom Quick, Nick Tibbott — 16/06/2009 11:36
Show Details
History: This message has been replied to.

...SO much for all the help yesterday and last night!

much appreciated from our side!

Lindi and Karen

09/07/2009 17:42:29 – IBM Lotus Notes

Nicole Spaude to: Martin Gray — 09/07/2009 17:43
Show Details
History: This message has been replied to.

Hi Martin,

Everything is now with the client...
Just wanted to say thanks for your support today!

Have a nice evening!

Nicole

Nicole Spaude

Re: NEW HP PDF – IBM Lotus Notes

**Re: NEW HP PDF**
Helen MacDougall to: Martin Gray — 15/12/2008 17:39
Show Details

Thanks a lot Martin wish I'd come to you 1st. I'm going to be here late now getting this to client BAH!

On 15/12/08 17:33, "Martin Gray" <Martin.Gray@mundocomww.com> wrote:

Here you go..

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Disclaimer
The information in this email and any attachments may contain proprietary and confidential information that is intended for the addressee(s) only. If you are not the intended recipient, you are hereby notified that any

Thanks! – IBM Lotus Notes

**Thanks!**
Richard Oakes to: Martin Gray — 17/06/2009 16:53
Cc: Simon Gregory, Richard Ross
Show Details
History: This message has been replied to.

Hi Martin,

Just a big thanks for getting all the Miller work sorted so quickly and efficiently!!!
Much appreciated.

Cheers,
Rich

Re: FSDU – IBM Lotus Notes

**Re: FSDU**
Kelly Board to: Eric Whiteman — 03/06/2009 12:27
Cc: Martin Gray
Show Details
History: This message has been replied to.

thank you to you and Martin for your work on this especially in the tight timings (again!) MUCH appreciated!
:-)

Kelly Board
Account Executive
Arc Worldwide
Warwick Building
Kensington Village
Avonmore Road
London W14 8HQ
t. +44 (0) 20 7071 2853 f. +44 (0) 20 7071 3856

e: kelly.board@arcww.co.uk
w: http://www.arcww.co.uk

Guinness Poster & Quiz Cards – IBM Lotus Notes

**Guinness Poster & Quiz Cards**
James Fitzjohn to: Martin Gray, Lindi Radomsky, Paul Walsby — 02/07/2008 18:10
Cc: Eric Whiteman, Vicky Leason, Simon Gregory, Garry Munns
Show Details
History: This message has been replied to.

To Lindi, Paul and Martin,

Just a quick note to say thanks for all your work and combined efforts on this. This was a very tricky piece and it looks bloody excellent - I have the upmost confidence that my client will think so to.

It would be very easy of me to say that will get you all a drink - which I suppose I can at the free bar tomorrow night!!!

Seriously - great stuff and a great team effort

Thx

Fw: studio – IBM Lotus Notes

**Fw: studio**
Graham Edgeley to: Martin Gray — 24/09/2007 09:13
Show Details
History: This message has been forwarded.

Hi Emma,

Just want to say that Martin has been absolutely fantastic today. The client expectations were really high with regards to the amount of work that needed to be turned around, but Martin got through a massive amount of it with great accuracy. There were next to no changes from creative the whole day, which is an achievement in itself!

He just put his head down, and got on with the job at hand without any complaints. Definitely a real asset to the team on such a manic day.

Re: Day off monday – IBM Lotus Notes

**Re: Day off monday**
Abbie Poole to: Martin Gray — 24/07/2009 15:27
Show Details
History: This message has been replied to.

Thanks Martin. Have a great weekend, deserved.

Gina just mentioned you were late / m,issed a dinner party on Wednesday I just wanted to apologise / say thank you for staying, its very much appreciated.

Have a good one

Abbie

Martin Gray | Hi guys, thought I would let you know that I am going away for the wee... | 24/07/2009 15:17:00

Re: Coke – Morrisons – IBM Lotus Notes

**Re: Coke - Morrisons**
Fran Scorer to: Martin Gray, Stuart Hornsby — 14/05/2008 16:03
Cc: Darren Keen
Show Details

Stuart and Martin...

Thanks so much for turning this around so quickly... it was a tall order and we are VERY grateful!

Thanks!

PS - Just waiting to hear if this is ready to upload... will be in contact shortly!

Fran Scorer
Account Manager
Arc Worldwide
Warwick Building
Kensington Village

Re: Bluetooth Banner – IBM Lotus Notes

**Re: Bluetooth Banner**
Anna Bradshaw to: Martin Gray — 23/07/2009 11:16
Show Details
History: This message has been replied to.

Martin - you are the only one today that is actually doing things right!!! Thanks so much!!!

Anna Bradshaw
Senior Account Manager
Arc Worldwide
Warwick Building
Kensington Village
Avonmore Road
London, W14 8HQ
Tel: 020 7071 2053

Pamela Conway/ARC/UK/EMEA/PUBGROUPE
14/11/08 14:50

To: Anna Bradshaw/ARC/UK/EMEA/PUBGROUPE@PUBGROUPE, Gina Manning/ARC/UK/
cc: Florence Gladstone-Thompson/ARC/UK/EMEA/PUBGROUPE@PUBGROUPE, Peter Martin
Subject: Just how good is the Mill?

To everyone in the extended Miller family,

Just wanted to let you know that our campaign for The Mill went down very well in the latest GPC and share the comments from Mark Tutssel:

"LB/Arc/London produced a very strong 7+ integrated campaign for Miller Genuine Draft. "The Mill," a branded music venue, is a remarkable idea that connects with the target audience in a compelling fashion. It produces communication that's meaningful, interesting, and above all, useful to people. This is the type of act that we will hopefully produce more of in the future. This is breakthrough thinking in the beer category (especially in the United Kingdom)."

So bloody well done everyone. And thank you all, especially the immediate Mill team because it has been tough and you have all consistently gone above and beyond the call of duty. If it wasn't for that commitment and dedication The Mill would not have happened. So thank you. Many, many times over. If you will pardon a brief departure into strong emotion; I feel very proud to be working with such a team.

Please pass on my thanks to anyone involved that I may have inexplicably missed off the list.

Now all we have to do is take it global!

Pam