

Hello

I'm Simon Woodward

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Personal Profile

I am a creative and accomplished fine art photographer, who began capturing imaginative fantasy photographs as a teenager, earning widespread online recognition. Since then, my work has been published and exhibited in prestigious art galleries across England, Europe, and the United States, establishing a name among the best in the industry. Driven by a growth mindset and an insatiable desire to learn, I have consistently pushed the boundaries of artistic expression through photography.

Currently seeking a second job to complement my artistic career and support my goal of expanding into the realm of online video training platforms. Eager to leverage my diverse skill set, dedication to continuous learning, and creative expertise to contribute to a dynamic organization while continuing to grow both professionally and personally.

Key Skills

1. Entrepreneurship: Successfully started and managed a photography business, handling all aspects from marketing to client management and bookkeeping.
2. Technical expertise: Proficiency in photography techniques, lighting, and editing to produce high-quality, professional images.
3. Adaptability: Staying current with industry trends and evolving technologies to maintain a competitive edge in the fine art photography field.
4. Communication: Effectively managing challenging conversations with clients, ensuring satisfaction and maintaining strong relationships.
5. Marketing and promotion: Experience in creating and executing promotional events, social media campaigns, and managing online presence to drive engagement and sales.
6. Networking: Successfully fostering relationships with art galleries, publishers, and industry professionals, leading to increased exposure and opportunities.
7. Collaboration: Ability to work well with cross-functional teams, such as designers, marketers, and suppliers, to achieve shared goals.
8. Project management: Skilled in managing multiple projects simultaneously, meeting tight deadlines while maintaining high quality and attention to detail.
9. Growth mindset: Dedication to continuous learning and self-improvement, always seeking new ways to expand both professionally and personally.

Experience

MONTH 20XX - PRESENT

Legacy Portrait Studio, Swindon– *Owner / Lead Photographer*

- Successfully managed and operated a photography portrait business for [number] years, working with a diverse clientele to deliver high-quality portraits.
- Developed strong customer relations, communication, and negotiation skills through daily interactions with clients.
- Managed all aspects of the business, including marketing, budgeting, scheduling, editing, and final product delivery.
- Demonstrated artistic vision and technical expertise in photography, lighting, and editing to produce professional images.
- Adapted to evolving photography trends and technologies to stay competitive in the market.

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Go4Smoke, Location – *Social Media Manager*

- Developed and executed innovative remote marketing campaigns to drive sales of electronic cigarette products, leveraging the power of social media and lead magnets to attract customers to join the mailing list.
- Designed visually appealing and user-friendly website, marketing materials, point of sale posters, packaging, front of store graphics, logo redesign, stationery, invoice, and letterhead designs, ensuring consistent branding across all platforms.
- Photographed products in a professional manner and expertly retouched the images using Photoshop, enhancing the visual appeal of the company's online store and creating a seamless experience for both customers and clients.
- Produced a series of professional demonstration videos addressing common customer concerns and explaining how electronic cigarettes work, showcasing the brand's expertise and knowledge of the products and adding a human face to the brand.
- Utilized strong understanding of the target market and their specific needs, tailoring marketing materials and social media content to resonate with customers transitioning from tobacco products to electronic cigarettes.
- Monitored and analyzed the performance of social media marketing campaigns, making data-driven adjustments to optimize effectiveness and reach.
- Managed multiple projects simultaneously, meeting tight deadlines while maintaining a high level of quality and attention to detail.
- Stayed up-to-date with industry trends, competitor activities, and evolving graphic design and web design technologies, ensuring the company maintained a competitive edge.
- Fostered strong relationships with suppliers, influencers, and other stakeholders to create mutually beneficial partnerships and collaborations.
- Led, mentored, and provided guidance to junior designers and marketing team members, promoting a positive and collaborative work environment.

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London Street Nightclub, Swindon – *Bar Manager*

- Proven experience in managing a lively and inclusive bar environment, catering to the diverse LGBTQ+ community.
- Strong understanding of the unique requirements and dynamics of a gay nightclub, ensuring a safe and welcoming atmosphere for all patrons.
- Excellent customer service skills, with the ability to handle customer complaints and inquiries effectively and professionally.
- Proficient in inventory management, including ordering, stocking, and tracking stock levels to minimize wastage and optimize sales.
- Knowledge of a wide range of cocktails, spirits, and beverages tailored to the preferences of the nightclub's clientele.
- Experience in creating and executing promotional events, theme nights, and drink specials to attract new customers and maintain regular patrons.
- Proven ability to manage, motivate, and train a diverse team of bartenders, barbacks, and security staff to deliver exceptional service.
- Strong financial management skills, including budgeting, cost control, and revenue generation.
- Compliance with local and national licensing regulations and maintaining up-to-date knowledge of relevant laws and industry standards.
- Solid communication and interpersonal skills to effectively liaise with suppliers, DJs, entertainers, and other stakeholders involved in the nightclub operations.

Education

MONTH 20XX - PRESENT

Professional Development

Throughout my career, I have actively pursued numerous training courses each year, encompassing a wide range of subjects and industries. These courses have allowed me to develop a diverse skill set and stay current with the latest trends and technologies. Key areas of training cover a range of subjects including fine art portrait photography, photo compositing, beauty retouching, and video editing and sfx, to name a few. I have also gained expertise in areas such as high-value sales room negotiation and upselling, marketing, social media campaign management, graphic design, and web design. I am proficient in great many industry leading software applications and tools.

In addition to technical skills, I have also invested in personal development courses such as problem-solving and understanding the benefits of a positive growth driven mindset. I have a strong understanding of client experience, demographics, and psychographics, which enables me to identify and cater to the needs of clients effectively.

My diverse educational background and extensive training in various disciplines have equipped me with a unique blend of skills, making me a valuable employee. My ability to adapt and excel in multiple fields demonstrates my dedication to continuous learning and professional growth. As an employee, I bring a wealth of experience and a creative, problem-solving approach to any role, ensuring successful outcomes and exceptional customer experiences.

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Swindon Art College, Swindon – *Visual Communication (National Diploma)* – *PASS*

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The Commonweal School, Swindon – *GCSE* – *PASS (at grade C or above)*

Interests & Hobbies

- **Judo Practitioner:** Dedicated [number] years to practicing judo at [Club or Gym Name], developing discipline, focus, and perseverance. Participated in competitions and applied judo principles to achieve personal and professional goals, demonstrating strong work ethic and determination.
- **Python Coding Enthusiast:** Developed proficiency in Python programming through self-directed learning or courses, working on personal projects and solving coding challenges. Gained experience in [specific libraries or frameworks, if applicable] and applied skills to various projects or problem-solving scenarios.
- **Personal Computer Builder:** Acquired knowledge and hands-on experience in assembling and configuring custom-built personal computers. Skilled in troubleshooting hardware and software issues, ensuring optimal performance and reliability for various computer systems. Assisted friends or family with their computer builds or upgrades.