



# something new.

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To whom it may concern,

I've been progressing my career in the sports betting and gambling industry, over the last 13+ years, within dynamic and diverse marketing teams. This has led me to build, manage and develop design teams as well as taking full ownership of brands and how they are conveyed across all marketing collateral. My teams and I focus on fulfilling business needs as well as always ensuring we communicate and develop the brand consistently and with purpose.

I'm now seeking an exciting opportunity that will utilise this experience and my skill set, whilst also allowing me to explore new avenues and develop myself further.

I'm proud of what I've achieved but it's time for something new. After reviewing my C.V, I hope you will give me an opportunity to express why I feel that the best candidate for your position is **me**.



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## CURRENT ROLE

### 2018 - PRESENT | DESIGN & BRAND MANAGER, EDITEC

- Strategic management and development of all brands housed under Editec's core product streams - Sports Betting and Lottery - in over 20 countries across Africa
- Setting and overseeing creative vision and style for marketing channels (online and retail), ensuring consistency, quality and a constant evolution and elevation of design
- Part of Senior Leadership team reporting directly to Global Head of Marketing, contributing with an active role in all marketing activities
- Working with Heads of Marketing to help manage and initiate brand partnerships, sponsorships, influencers etc.
- Management and development of Design Team across two offices (London & Beirut). Actively hire top talent when required, as well as scale and structure the team to suit business needs
- Brand guardian and ambassador responsible for defining and documenting guidelines and libraries
- Communication with all departments, managers and executives across global offices, to effectively plan, review and deliver projects
- Delivering efficient and consistent mass production of assets across multiple brands, languages and formats

## WHAT I OFFER YOU

I offer you experience, creativity, ideas, organisation and a practical and logical approach to everything I do. I am someone who truly cares about what my team and I create and deliver. I'm a designer at heart but have grown into a manager who provides creative direction and who is passionate about leading a high-performing and professional team.

I am seeking a role that will utilise these skills and provide me with the new and exciting opportunities that I crave.

## KEY ACHIEVEMENTS

Definition and documentation of brand guidelines and visual styles across multiple brands and products - something not previously in existence in the company's history.

Introduction of retail and network 'catalogues' to improve consistency and process of POS requests.

Forging and building an organised and collaborative Design Team and expanding team to additional overseas office.

Successful development of Design Team members to lead product streams, implementing necessary processes and procedures to support and manage structural changes.

Large scale roll-out of seasonal OOH campaigns and fan zones across Africa.

## EMPLOYMENT HISTORY

### 2012 - 2018 | DESIGN/STUDIO MANAGER, PINNACLE

- Set the overall design vision and direction of the Pinnacle brand
- Channel owner and part of Senior Leadership team reporting directly to Marketing Director
- Management and development of Design Team, with full accountability for briefing and processes
- Owner of Design channel budget & purchasing, ensuring spend efficiency
- Delivering channel strategy and KPI's with appropriate reporting and analysis

### 2007 - 2012 | GRAPHIC DESIGNER, PINNACLE

- Management of a part-time Designer and working autonomously to deliver tasks
- Creation of all design output primarily within marketing but also the wider business
- Management and maintenance of on-site assets, landing pages and live feed banners
- Assisted in research, reporting and analytics

### 2006 - 2007 | JUNIOR DESIGNER, PINNACLE

- Web banner creation and email marketing material
- Output of all online and print assets
- Stock photo purchasing and management

### 2004 - 2006 | GRAPHIC DESIGNER, IMS

- Liaising and consulting with clients
- Varied print, identity and web design work
- Knowledge and relationships with print houses

## EDUCATION

### 2000 - 2003 | BA (HONS) GRAPHIC DESIGN | 2:1

University of Lincoln

Student D&AD Award runner-up

### 1998 - 1999 | BTEC DIPLOMA IN ART FOUNDATION

Bedford College (specialising in Graphic Design)

### 1993 - 1998 | A-LEVELS IN DESIGN, ART & MATHS

Biddenham Upper School, Bedford

## SOFTWARE & APPLICATIONS

**Design:** Adobe Creative Suite, InVision

**Advertising:** Banner Flow, Connextra, Income Access

**CMS & Analytics:** Ektron, Kooboo, GA, Cognesia

**Email & Translations:** Silverpop, Mailchimp, XTM

**Task Management:** Kanban, Trello, Jira, Slack

## SKILLS & EXPERIENCE

Exposure to marketing channels including email marketing, social media, editorial content, affiliate networks, SEO, SMS advertising.

Video and animation, merchandise, print advertising, POS, exhibition stand design, UX/UI, apps, digital billboards, corporate identity, web banners.

Trademarks & licensed imagery.

Sports betting, lottery, virtual betting, casino and poker product knowledge.

R Programming, HTML, CSS, API's and XML.

me in a  
nutshell.



JASON WILLIAMS

I'm an easy-going, loyal and trustworthy person who loves sport, film and doodling. I'm the voice of reason, I like sticking-up for the underdog and am always searching for ways to make things better.

I enjoy moaning at soaps and reality TV programmes my wife makes me watch (but would rather carry on moaning about them than stop watching them).

I can only relax in the evening once my children's toys are tidied and organised by 'toy type' (and secretly enjoy this process).

I've always been creative, which started with drawing and is now expressed via the medium of LEGO Duplo creations at 6am.