

SHIRER BURKETT CREATIVE DIRECTOR

An entrepreneurial creative executive with 10 years experience of conceiving innovative visual strategies and developing brands both agency and client-side. Capable of working across a wide variety of media and disciplines: from online advertising campaigns and websites to brand guidelines, logo conceptualization and print work. A strong balance of creative and management skills, with a proven track record of producing quality, user-centric and imaginative design solutions to all major business functions.

PROFESSIONAL STRENGTHS

01} Creative strategy, brand positioning and concept visualization 02} Integrated brand advertising and marketing 03} Design workshops, art direction and facilitation 04} Pitches and presentations 05} Managing, mentoring and motivating creative personnel 06} Client and stakeholder management 07} Project management 08} Contract and price negotiation skills

CAREER TRACK

JUNE 08 – JUNE 09

GLOBAL RADIO | CREATIVE DIRECTOR

Retained by Global Radio - the UK's largest commercial radio group - after their acquisition of GCap Media and promoted to the Creative Director position with accountability for brand repositioning and growth across all stations.

- 01} Worked closely with the CEO and senior management, ensuring brand consistency and integrity while successfully leading marketing campaigns across multiple platforms.
- 02} Responsible for implementing creative strategy, introducing process and developing brand guidelines for Classic FM, XFM, Capital FM and Heart.
- 03} Line managed a small design team, overseeing outsourced work and managing external suppliers.
- 04} Created and produced commercial advertising campaigns.

GLOBAL RADIO | CORE ACHIEVEMENTS:

Produced high-quality commercial campaigns to support annual revenue targets:

Microsoft's "I'm a PC" campaign of MPUs, leaderboards and banners: the first phase grossed £350k and Microsoft committed an additional budget of £711k for the second phase on the strength of the creative success.

Intel's "The Feeling" campaign, which delivered a standalone microsite to allow fans of the band to help create the video for their next release in 24 hours, resulted in the client booking a third campaign with a total spend of £500k, made possible due to the high quality digital concept and execution.

Total Jobs online advertising and microsite (integrated with on-air) generated more than 3 million page impressions from banners, MPUs and audio streams over the campaign duration with a 1.04% click-through rate.

Created concepts, cover design, artwork and press advertising for Classic FMs CDs:

Enchanted Voices - the bestselling specialist classical album of 2009, outselling its nearest rival by two times and remaining no1 in the specialist chart for 8 weeks.

Relaxin' around Midnight - broke the record for being the fastest selling album Classic FM ever launched.

Relaunched several core brand websites including xfm.co.uk and classicfm.com, which generated page view increases in the first month of 40% and 22% respectively. Classicfm.com received exceptional user feedback, consistently citing "easier to use":

"Just great - so easy to navigate around and looks bright and fresh too. I used to get so fed up with the old site I sometimes gave up looking for things."

"Much clearer and well laid out site. Like the colours and improved navigation."

"Looks well designed and easy to find what you are interested in looking at. Love listening to classic fm so keep up the fabulous music that's what's important to me. Great improvement!"

Implemented a team workflow process to increase productivity by 40% and reduce creative freelancing costs by 75% - saving Global agency costs and associated fees.

Created the visual identity and cross-platform marketing campaign for Capital's Jingle Bell Ball. Including event artwork, assets for the website and on-screen idents for the O2, t-shirts and wristbands. Tickets for the event sold out within a week, with page views reaching almost 3 million in December (65% up year on year) and design work was enjoyed by over 25,000 people at the event.

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APRIL 06 - JUNE 08

CAREER TRACK

GCAP MEDIA | ART DIRECTOR

Responsible for visual concepts on all large-scale projects and the quality control of brand and digital campaign work from the design and development team.

CORE ACHIEVEMENTS:

Responsible for the repositioning campaign for GCap Media – which saw the creation of new print collateral, radio station websites and brand rooms equipped with Musion technology.

Contributed to the overall £3m annual sales targets producing high quality digital campaigns encompassing home page takeovers.

Involved in the creation and production of commercial advertising campaigns for Aim Higher, Becks, Jack Daniels, Malibu, Renault, Samsung, Dominoes, Garmin, Brylcreem and Grants Whiskey.

The homepage takeover for Grants Whiskey was an online media first for Classic FM. Press coverage in online publications including Brand Republic, NMA and Radio Today Record entries of 58,311 and a 16.5% opt-in rate across the whole campaign - the highest number ever for an online competition at GCap.

Launched the marketing campaign for The Jazz digital radio station and The One Network group stations which was submitted to the D&AD awards. Traffic on The One Network stations more than doubled in the year following roll out.

Redesigned and launched the new Gold website mygoldmusic.com

Launched My Classic FM Player which was showcased at the 2008 Sony Awards.

JULY 05 - APRIL 06

AQUENT | FREELANCE CREATIVE

Contracted as Art Director and Senior Designer in fast-paced, high-performing, creative environments. Placements included: Wunderman, Framfab/Oyster, EHS Brann, One 80 Design, Disney and GCap Media, working on various digital campaigns and platforms.

Digital campaigns: Range Rover's "Inuit" digital campaign, Ford Transit's 40th Birthday, Transport for London online advertisements, Nescafe online advertisements, Disney's Cars marketing/promotional materials.

Websites: Epson, Orange, Malts.

APRIL 01 - JULY 05

LBDS | DESIGN DIRECTOR + WEB DESIGNER

Embarked on an entrepreneurial adventure starting a small design business in New York City, providing bespoke design solutions to various clients. Involved in new business acquisition and building up a team of trusted freelancers to create advertising solutions for both print and web.

Clients included: NYU University, My Perennial, 3 Little Mice, Little by Jenny, LC Endo, Ann Stratton, John Hedigan, 280 Design, Gill Graphics, Barramundi, Route 85a, Massage Medical, UGO, Soho Digital, Carbon Echo.

MAY 99 - JANUARY 01

GLOBAL EDUCATION NETWORK | FLASH DESIGNER

Responsible for the creation and animation of university course materials on CD-ROM. "Innovative pedagogy" - the aim of Global Education Network - a multimedia company based in New York City provided students enriched learning experiences from top University professors worldwide. User feedback from target audience included:

"I think this course, [Alexander The Great and The Greek World] was very helpful and was interesting. I am a visual person and it made it easier to understand and remember facts and info."

"The CDs are a godsend. To have the ability to pause and rewind your teacher as you need to, in order to write something down or even grasp a concept is key."

"This is the single best tool I have ever seen for academic use, and I have been exposed to many by my parents. I am buying chemistry CD-ROMs for my brother's birthday present."

EDUCATION

JULY 98 - MAY 99

Pratt Institute: Web & Graphic Design (NY, NY, USA)

JUNE 98

United Digital Artists: Web Design (NY, NY, USA)

AUGUST 91 - MAY 93

University of Mississippi: Theatre (OXFORD, MS, USA)