

MARK GRIMSTER



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PERSONAL PROFILE

A highly motivated, enthusiastic individual, able to adapt quickly to new environments and work under pressure to meet business objectives. A problem solver, a meticulous, well-organised yet agile individual, passionate about every project tackled.

INTERESTS



SKILLS

Adobe Photoshop
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Adobe XD
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Adobe InDesign
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Adobe After Effects
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Adobe Illustrator
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Adobe Lightroom
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Adobe Premiere
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HTML/CSS
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CERTIFICATIONS

Adobe Certified Associate in Visual Design, Graphic Design & Illustration, Print & Digital Publication and Video Communication



Adobe After Effects + Expressions, Adobe Lightroom and Adobe XD trained



Digital Marketing Level 1 Credential, General Assembly



EXPERIENCE

Content Creation & Production Specialist

Canon Europe, Uxbridge
Oct 2019 - Present

- Manage end-to-end process of B2C content creation and production by working closely with content planning and strategy to plan and establish brief and manage through to delivery
- Create or commission content for all comms channels and sales offices across EMEA, in line with business objectives
- Manage project budgets of up to €500K

European Digital Designer

Canon Europe, Uxbridge
May 2016 - Oct 2019

- Creation of multi-channel creative assets for product and content marketing, from launch to end-of-life, for print, digital (mobile-first and to accessibility standards), video and motion graphics
- Governance of Canon brand representation and implementation across EMEA, with ownership of the Brand and Digital Guidelines
- Design multi variant tests, analyse performance using Google Analytics and QA digital builds
- Live event video production and Social Media content support
- Mentor junior designers & upskill employees on creative software

European Online Professional

Canon Europe, Uxbridge
Jan 2015 - May 2016

- Create and activate digital B2C campaign, product marketing and brand sponsorship content across EMEA for all online channels
- Launch and own Canon's first editorial hub and UGC gallery

Founding Director

FPL Updates
May 2014 - June 2020

- Fulfil roles as web manager and creative/development lead
- Plan, create, edit and publish content across all comms channels
- Manage social media platforms and activity
- People manage a team of content producers



Email Marketing Support Consultant

Campaign Master, Harrow
Oct 2014 - Dec 2014

- Provide technical and creative client support
- Create bespoke email template designs and website content



European Web Designer

Canon Europe, Uxbridge
Sep 2012 - Sep 2013

- Be the sole in-house design/UX resource across EMEA
- Support the CMS (SDL Tridion) upgrade through development and testing



EDUCATION

BSc in Multimedia Technology & Design with Professional Development (Digital Design)

Brunel University, Uxbridge
Sep 2010 - Jul 2014

A Levels - Media Studies, Computing, English Language, Film Studies

Haydon School, Pinner
Sep 2008 - Jun 2010

REFERENCES

Ben Morse

Content Creation & Production Manager
- Canon Europe
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Jacob Jull

Head of Finance
- Liberty London
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