# MARK GRIMSTER



Content Creation & Production Specialist

Canon Europe, Uxbridge Oct 2019 - Present



Maidenhead, SL6

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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

Adobe XD

Adobe InDesign

Adobe After Effects

Adobe Illustrator

Adobe Lightroom

Adobe Premiere

HTML/CSS

## 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



 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

EXPERIENCE

 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

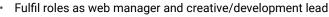
## European Online Professional

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



- 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



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)

**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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