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PROFESSIONAL EXPERIENCE

2016 - 2024

CREATIVE & DIGITAL DIRECTOR

Pagoda Projects (Pagoda)

Pagoda is a global work experience provider that partners with universities and governments around the world, to deliver award-winning in-person and remote internship programmes, as well as online skill courses.

Since 2012, I was responsible for developing and managing the company's brand identity, marketing activities and content creation as Marketing & Brand Manager. In 2016, I was promoted to Creative & Digital Director at Pagoda, where I led and directed all company visuals and managed the growing Marketing Team.

Responsibilities included (but were not limited to):

Marketing

- Created and executed digital and physical marketing strategies.
- Designed and wrote content for promotional marketing materials, advertising, PR, communications, and website blogs.
- Designed, executed, and analyzed digital paid ads across Google, Facebook, Instagram, Twitter, and LinkedIn, with a total spend of over £30,000, ensuring Pagoda achieved its annual sales targets.
- Led and managed the marketing team to ensure content was delivered on time and to a high standard using the project management softwares Clickup & Hubspot.
- Reported and evaluated company marketing performance every quarter.

Branding

- Designed and developed various logos, branding aesthetics, and styles for Pagoda's numerous programmes.
- Wrote, updated, and upheld the company brand guidelines.
- Ensured consistency and quality by maintaining Pagoda's brand across all platforms, both online and in-person (events, conferences, etc.).

Design & Videography

- Strategised and designed all of Pagoda's visual content, including social media marketing, promotional marketing media (flyers, brochures, business cards, posters, banners, etc.), programme materials (certificates, welcome packs, clothing, merchandise), B2B-specific marketing materials (reports, banners, brochures, pitch decks, proposals), and B2C-specific marketing materials.
- Travelled to our offices around the world to film the programmes and destinations.
- Handled video editing of programme videos and created motion graphics for intros/outros, developing different styles and aesthetic identities for each programme.

- PERSONAL STATEMENT -

Accomplished Creative & Digital Director with over a decade of expertise in marketing, design, and brand management, currently in pursuit of a new challenge.

Highly skilled, with a breadth of international experience driving company growth through innovation, strategic planning, effective team management and brand awareness.

An education in Business Finance and Chinese Business Management, has provided a solid foundation of business acumen and leadership skills.

Excited to use this diverse knowledge to thrive in a high level, marketing based role. Bringing fresh ideas, energy and a unique perspective to the organisation.

Readily available to relocate.

- SKILLS -

SOFTWARE PROFICIENCY:

- Photoshop
- After Effects
- Premiere Pro
- Lightroom
- Indesign
- Wordpress
- Canva
- Hubspot
- Shopify
- Office Suite
- Clickup / Asana

OTHER SKILLS:

- Chinese (mandarin)
- Public speaking
- Project management
- UX design
- SEO strategy & analytics
- PPC marketing
- Photography & Videography

Web design & SEO

- ▶ Designed, developed, and maintained the company websites, mobile app, and portal built on WordPress (up until 2017, Pagoda had multiple websites).
- ▶ Implemented and managed a robust SEO strategy, ensuring all digital marketing efforts aligned seamlessly with it.

Management

- ▶ Consulted and provided input on company strategy, HR, finance, operations, and innovations as part of Pagoda's Senior Management team.
- ▶ Recruited and managed the Marketing Team and interns, including conducting weekly team meetings, performance reviews, conflict resolutions, and appraisals.
- ▶ Mentored staff members on achieving their personal and professional goals during their time at Pagoda as part of the mentor scheme.
- ▶ Spearheaded Pagoda's cyber security protocols and staff training.

2018 - PRESENT

FREELANCE PROJECTS

Various Organisations

I feel it is important to continuously learn new skills and stay up to date with the latest trends. Since 2018 I have undertaken numerous freelance projects in my spare time, to help challenge my abilities and push them to new levels; diversifying my technical knowledge, improving my brand sense and broadening my overall soft skills.

A portfolio of these projects can be found on my website and include:

- ▶ Website development & design for >10 companies from various sectors (across different platforms such as Wordpress and Shopify).
- ▶ Videography for the Taiwanese Government & a martial arts school.
- ▶ Branding & marketing for consultancy businesses, numerous retail companies, a charity, a restaurant and even a rock band.

2016 - 2017

TAIPEI BRANCH MANAGER

Pagoda Projects

In 2016 I was appointed to establish Pagoda's new Taipei branch office. During the first year I maintained my main role as Creative Director, whilst also fulfilling the task of launching the new Taiwan programme for Pagoda.

- ▶ Solely responsible for the sales and management of a new pilot programme.
- ▶ Recruited, trained and managed the Branch Manager & support staff.

2012 - 2014

QINGDAO BRANCH MANAGER

Pagoda Projects

- ▶ Managed, trained & recruited the Qingdao branch team ~10 staff.
- ▶ Responsible for sales & placements, achieving company annual targets.
- ▶ Networking with corporations, government institutions & universities.

2010 - 2011

EVENTS & MARKETING COORDINATOR

Treborh Botanical Gardens

- ▶ Event planning, helping to organise a large annual music festival on the grounds.
- ▶ Assisting with the running of the event during the festival (co-ordinating artists, security, vendors etc).
- ▶ Marketing content creation for the festival with the design of digital and physical marketing materials (banners, posters, flyers, tickets etc.).
- ▶ Assisting the Director of Marketing with market research and marketing strategy.
- ▶ Maintaining the company website, improving SEO.

- INTERESTS -



Heavy Rock & Horror Movies



Creating Art



Exploring New Cultures



Photography & Videography



Learning New Skills



EDUCATION

2011 - 2012

MSC CHINESE BUSINESS & MANAGEMENT – 2.1

The University of Manchester

Modules included:

International Management,
International Marketing,
Business Culture, Logistics,
Chinese Language.

2006 - 2009

BA BUSINESS FINANCE – 2.1

Durham University

Modules included:

Economics, Financial Econometrics,
Marketing, Accounting,
Management, Business Strategy.

2004 - 2006

A-LEVELS

David Hughes School, Wales

Design Technology - A

Physics - A / Chemistry - B /

Maths - A / I.C.T - A (AS-Level)

CLICK TO BROWSE

ONLINE PORTFOLIO

- REFERENCES -

- AVAILABLE -