

## WORK EXPERIENCE

09/21 – present

### CREATIVE STRATEGY & DESIGN

*Self-employed*

Since March 2023 I have been working as a Freelance Creative Strategist and Designer, using the experience I have gained throughout my career to help clients with their Brand Strategy, Activation ideas and execution. Additionally, I have worked as a freelance designer and illustrator helping to bring creative concepts to life.

02/15 – 02/23

### BRAND ENGAGEMENT VISUAL LEAD

*Paddy Power, London/Dublin*

For 8 years, I worked in the heart of the Paddy Power Brand team, as the Lead Designer, focussing on Advertising, Event Management, Social Media, Editorial, PR and the infamous Mischief stream. My role was to help define the creative strategy and output of the business across all aspects of the marketing landscape. With over 2m fans on social media, and many more customers who use our products and platforms on a daily basis, the Paddy Power Brand team constantly look for opportunities to react to breaking news and sports events, and create sharable content which drives brand fame.

During my time in the role, I was fortunate to work with some of the biggest names in sport, including Peter Crouch, Jamie Redknapp, Eric Cantona, Ruby Walsh & Rachael Blackmore on a variety of creative projects, events, film shoots and advertisements.

Previously I managed Paddy Power's award-winning sponsorship of the Champions League of Darts, which ran in 2018 & 2019, and was watched by over 4.6m fans live on the BBC. Throughout the 2019/20 football season when Paddy Power (un)sponsored 5 professional football clubs, including Huddersfield Town, Newport County and Motherwell, I managed the relationships between club and brand, to ensure messaging and branding was delivered accurately and that fan activations were properly promoted and successfully delivered. The multi-award winning "Save Our Shirt" campaign is widely regarded as one of the most successful sports marketing campaigns of all time and resulted in 750m media impressions, 14m interactions on social media, and a 1,900% rise in shirt sales.

09/21 – 02/23

### SPONSORSHIP & ACTIVATIONS MANAGER: UK & IRELAND

*Paddy Power, London/Dublin*

As the Sponsorship & Activations Manager, it was my role to maintain and develop Paddy Power's portfolio of sponsorship properties across Sport and Entertainment. I worked closely with rights holders and suppliers to ensure that sponsored events were delivered to an extremely high standard whilst achieving brand fame for the organisation.

I managed a department budget of £5m for sponsorship and activation, which covered an array of rights across Horse Racing in the UK & Ireland, The Dublin Comedy Festival, plus a range of Fanzones which were run in tandem with major sporting events. My role included: full evaluation of the sponsorship landscape, negotiation of new contracts, internal and external stakeholder liaison, full ownership of event branding, plus event delivery, including ticketing, hospitality plus any branded activations during the event. Post event, we measured and evaluated the effectiveness of our activity with a view to constantly improving the return on investment.

06/13 – 02/15

### SENIOR DESIGNER

*The Press Association, London*

In June 2013, I joined the Press Association leading a new department dedicated to designing and developing data-driven football products and applications. During the 2014 World Cup, I was the creative lead for all football graphics and data products helping to oversee the creation and delivery of thousands of pieces of content viewed by millions of football fans globally. I was involved in key commercial meetings with content buyers, such as Sky, The BBC, ITV and national newspapers including The Trinity Mirror Group, The Guardian and The Daily Telegraph.

01/12 – 06/13

### USER EXPERIENCE DESIGNER

*BBC, London*

I joined the BBC in 2012 as a User Experience Designer, joining a design team who produced content for the BBC News website and portfolio of 27 foreign language news sites. The work undertaken included producing infographics, illustrations, and interactive content, often responding to breaking world news, in high-pressure situations and to extremely tight deadlines. In August 2012, I was the lead designer for the BBC World Service's London 2012 Olympics project. The work received more than 128 million page impressions.

## ABOUT

A genuine marketing all-rounder with 20+ years of hands-on experience of working in creative and digital roles with organisations such as Paddy Power, The BBC, News UK, and The Press Association. During my career I have created content for some of the largest brands in the world. I have been central to one of one of the best loved social media accounts on the planet. I have helped to write scripts for TV and Radio adverts, produced ideas for press campaigns, and was heavily involved in one of the most famous sports sponsorship campaigns in history.

Most of my work has involved working with digital and media teams, developing projects across multiple platforms. My career includes experience in sports, media, entertainment and breaking news.

I create, I design, I code, I develop ideas. I enjoy working collaboratively within teams, but I am just as comfortable leading from the front and creating environments within which others can flourish.

Within the digital sphere there are few disciplines, platforms or formats which I haven't worked on previously, but I am a great believer in constantly pushing myself to take on new challenges and learn new skills and technologies.

## SKILLS PROFILE

- + Proven ability to lead teams, set goals, multitask, identify and resolve problems, while under strict deadlines in fast-paced and detail-orientated environments.
- + Extensive experience in developing and maintaining client relationships in hands-on roles, as well as experience of managing teams of creative individuals.
- + Educated to degree level with 20+ years of industry experience in creative and digital roles, with a proven track record of developing compelling content throughout.

## EDUCATION

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|-------------|--|
| July 2002   | BSc Hons - 2:1 - (Music Technology), University of Staffordshire |
| August 1998 | 4 A-Levels, Aylesbury Grammar School, Bucks                      |
| August 1996 | 11 GCSEs, Aylesbury Grammar School, Bucks                        |

## ADDITIONAL INFORMATION

I am fascinated and obsessed by "good design" in all aspects of my life, and I constantly strive to make things work better and more efficiently. I have recently finished restoring and renovating a property with my wife, and DIY, design, sport and travel provide the cornerstones of our family life. I enjoy listening to a wide variety of music, and I regularly attend live gigs, and go to festivals throughout the summer. I am a season ticket holder at Arsenal FC and I enjoy watching and playing sports, especially golf, cricket, football and darts.

I hold both UK and Dutch passports and have a full UK driving licence. I drink copious amounts of tea, have an exceptionally sweet tooth, and I'm unlikely to turn down a chocolate hobnob when offered.

## PORTFOLIO

For examples of my work, please visit: <http://www.benhuxley.com>

## REFERENCES

Available on request