

- Marketing
- Project Management
- Social Media
- Business Development
- Mobile Communications
- Web & Print Design

Nick Holroyd-Doveton  
CURRICULUM VITAE



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77 Thoresby Street, Hull, HU5 3RA

## Technical Experience

Over 4 years experience with

Adobe Creative Suite

HTML

CSS

Microsoft Office

Under 4 years experience with

SMS Communication

CRM

Social Media

SEO/PPC

## Personal Statement

I am an enthusiastic, friendly and reliable 24 year old, currently working as the project manager for Streamline Media. I take great pride in everything I touch, I really believe I am an independent thinker whilst staying true to the core values of any project. I love to involve myself in design and working hands on with any type of product, and marketing them above their current potential. Through my attitude, personality and general nature I manage to see projects from all three spectrums; design, management and the client itself – I believe this helps me deliver what is really needed. I like to challenge myself and present other members of the team, and management, with innovative marketing ideas that will instantly catch the eye of any potential market. I have managed the design and development of two of Streamline Media's main products from product inception through to sales.

## Employment History

September 2007 – Present

*Streamline Media Limited, Hull.*

Initially starting as a designer for both web and print, after around a year I was internally promoted to a project manager's role. In this role I manage the expectations of our clients and fall back on my design background as and when is needed. I produce a project from initial client meetings all the way through to sign off. I manage the majority of clients, both new and old and I am often the first and main point of contact.

## Key points

- For nearly three years I have been the project manager for a Hull based, but nationally operating marketing agency. The companies I have been working with, and representing in terms of their marketing, have grown and developed due to my commitment to them.
- I am usually the main contact between the company and the client. Important tasks such as pitching for jobs against local competition and creating proposals with associated costs for the project specification fall under my role.
- I have an excellent understand of Social Media, and actively use platforms such as Twitter and blogging systems both professionally and personally.
- Working with B2B and B2C clients in the private and public sectors, as well as a broad range of SME's and charities to optimise their market presence and increase sales.
- Managed, from point of inception, the development and marketing of a new and innovative SMS & MMS communications tool. This product has led to extra business for the company, and an extra marketing and communications tool for our clients.
- I have constantly improved on my communication and presentation skills both written and oral.
- With managed clients it is my role to handle their PPC / SEO accounts, development and implementation. Whilst this isn't one of my core tasks it is something I enjoy handling.
- Retaining contracts has always been an important role, always willing to go the extra step with clients and projects seems to help with this.

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## Key projects

### *East Riding College*

<http://www.eastridingcollege.ac.uk/>

For this project I was responsible for managing both the design and development of the project from the initial pitch, through to delivery. This site integrates with their college intranet system, as well as feeding the course information from an external provider. I was incredibly involved with the marketing department throughout this project, to make sure the deadlines were achieved, and ultimately that they were happy with the finished product. I like to place myself as an extension of the clients team, not just a supplier or provider.

With an initial budget of 15k we developed multiple extensions to our 'normal' content management system, to allow them the functionality they required. In the last two years, we have managed to retain the account, and are now on an ongoing retainer with the client, which allows us to constantly evolve their content, design, functionality and social media presence.

### *Humberside Learning Consortium, Hull*

<http://www.hlc-vol.org>

This client is the largest not for profit consortium in the county. They are a training provider in the voluntary and community sector and prior to 2009 had very little presence online. Project managing the site on a technical lead was initially a challenge for me. Scoping out database relationships, site structures and user paths is now something I am completely versed in, and happy to do. With a budget of 50k for the initial project, this site has grown both naturally and through my hands on approach with clients.

### *Princes Quay Shopping Centre, Hull*

<http://www.princes-quay.co.uk> (New site launching w/c 20/06/11)

Princes Quay has been a client for longer than I have been at the company. However, they recently decided to drag themselves into the current era, and completely rebrand, redesign and redevelop what they do. This project has probably been one of the hardest I have worked on, but also one of the most enjoyable and rewarding. Streamline Media were appointed as the development and social agency, and a local competitor were appointed as the design and PR agency. I was chosen to work as the project manager for both sides of the project, acting as a bridge between my agency, the design agency and the client. Working alongside another company was, and still is a complete eye opener. I feel I have developed my own skills with being such an integral part of the project. I have been responsible for project scope, our internal budget, delivery from both sides, and keeping the client up to date. With a budget of 20k on our side, we have turned this project around in less than three months, and managed to retain a key contract to the company.

April 2004 – September 2007

*Marks & Spencer – Hull.*

Employed throughout my time at University as a core member of the food team my main daily tasks were to control the movement and relative due diligence of food throughout the store. Working as part of a team was extremely important to this role, as was managing my time effectively whilst delivering the expected level of customer service.

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## **Education**

2004-2007 University of Lincoln, Hull School of Art And Design, Hull.  
*BA Hons Web Design*

2002-2004 Thomas Rotherham College, Rotherham.  
*A levels in Business & Marketing, Media & Information Technology.*

1997-2002 St Bernard's RC High School, Rotherham.  
*GCSE: 10 A\*- C passes including English Language and Mathematics*

## **Skillset**

I am an extremely confident user of all common web and print programmes. I am highly skilled in the use of Adobe Photoshop, Illustrator and Dreamweaver and I have an understanding of InDesign and Premiere. I am competent in the use of statistical packages, primarily using Google Analytics and I have been using Microsoft Office for a number of years.

## **References**

Referee contact details are available upon request.

Mr Richard Vickers – Lincoln University - University Lecturer  
Mr Peter Kemp – Streamline Media – Current Employer