Hampshire // 07957 469 991

Wayne Johnson

Profile

A client-facing - Creative Services professional with over 20 years' experience. Trusted to deliver award-winning work for blue chip clients in some of London's best advertising, integrated and digital marketing agencies. I'm vastly experienced in all areas of Project Management, providing efficient control of multiple creative projects from wish to wash-up. I communicate assertively at all levels, will fit right into any busy agency or in-house environment and hit the ground running, remaining fun, diligent and dependable.

Key skills

- Efficiently manage and resource for busy in-house, multi-disciplined creative departments
- IDM qualified and have gained a wealth of practical experience managing direct and digital projects
- Successful and highly organised team leader, mentor and coach
- Proficient on both PC and Apple Mac platforms
- Useful knowledge of all common Microsoft Office and Adobe Creative Cloud applications
- Understanding and experience of digital project management, including Waterfall and Agile methodologies
- Sound written and verbal communication skills

Employment history

E.On Next

47-53 Charterhouse Street
London
EC1M 4PB

Project Manager / Producer - Freelance — July 24 to present

An ex-colleague recommended me to join a growing in-house creative agency. As an experienced member of a small team, I took initiative to work closely with senior marketers to better understand business challenges and optimise briefs for creative designers and writers.

As a producer, I successfully delivered large-budget brand campaigns including a Waterloo and St Pancras station takeover, wrapped the iMax and briefed, managed and delivered numerous national outdoor campaigns. I also worked with Paramount Studios to deliver branded content for Channel 5 featuring British astronaut Tim Peake and most recently kitted out Wembley for all England friendly internationals.

Leo Burnett

38 Chancery Lane
London
WC2A 1JA

Senior Project Manager - freelance — Feb 24 to Jul 24

Helped integrate Vodafone into the agency of the year, following a successful pitch win. Working closely with external Management Consultants, Client Partners and Senior Clients I helped set up process and projects for success.

Asked to stay on and manage the delivery of TVC's, social, OOH, retail and display advertising. Creating and communicating complex schedules, successfully handling and fulfilling diverse media plans and managing big budgets across ATL, social and digital channels.

Audio Network

The Johnson Building
77 Hatton Garden
London
EC1N 8JS

Creative Services Manager - permanent — Oct 22 to Dec 23

Working alongside the Global Brand and Marketing Director to forecast, plan and deliver multi-media campaigns supporting world-wide music releases for internationally renowned composers, producers and recording artists. Positively impacting the firm's profit through adapting ways of working, highlighting potential efficiencies, improving team morale, asserting influence at planning stages and maintaining a tight grip on project scope.

Sky

Grant Way
Osterley
Middlesex
TW7 5QD

Resource Manager - permanent — Sep 18 to Oct 22

Recruited to take on the Resource Management function within Europe's largest internal Creative Department. Responsible for developing Junior Resource Managers and between us ensured the efficient and effective use of around 95 members of the creative and production teams including Writers, Art Directors, Designers, Developers and QA.

I worked closely with Heads of Business from Sky's Marketing team and Creative Directors throughout Sky Creative to forecast demand on resources. Was also invited to work as part of a wider team to devise, develop and implement a bespoke Project Management and Resource tool, again delivering operational efficiencies.

eg+
Bankside 3
90 Southwark Street
London
SE1 0SW

Resource Manager - fixed term contract — Mar 18 to Aug 18

Approached to develop an effective trafficking process for a busy creative production department delivering digital, print and video collateral for Mercedes, Halifax and British Gas amongst other high profile clients.

Working with senior management, I reviewed, devised and successfully implemented a bespoke and flexible creative traffic process. Trained Account and Project Directors, championing new ways of working. Between us, we improved client trust, satisfaction and revenue.

Breakthrough Media
Elizabeth House
39 York Road
London
SE1 7NQ

Project Manager - fixed term contract — Feb 17 to Feb 18

Created a Project Management department from scratch, sharing my agency experience throughout this medium sized creative implementation firm. I was trusted to devise, train and implement suitable processes and procure the necessary software solutions to help provide a measurable and efficient delivery process.

I managed two direct reports and was responsible for a varied range of high profile and socially impactful projects that demanded timely and efficient delivery of print, social content, short format film and a whole host of websites.

Ogilvy
Sea Containers
Upper Ground
London
SE1 9RQ

Senior Producer - permanent — Jan 14 to Jan 17

Delivered multiple integrated campaigns for BlackRock, British Telecom and later Inmarsat Aviation. Initially arrived as freelance support on BlackRock and was quickly hired on a permanent basis to take over delivery of BT creative. I sat on the BT Account Leadership Team and managed a huge amount of direct mail and out of home campaigns from client brief all the way through to awards night.

Coordinated the production of a winning pitch for Inmarsat, eventually successfully implementing a new product launch and brand identity for our new client. I produced press ads, video, interactive digital screens and was part of a team that delivered unique interactive creative for aviation exhibitions in Hamburg and Singapore.

Apple (Via Hogarth)
1 Hanover Street
London
W1S 1YZ

Traffic / Project Manager - freelance — Jul 13 to Dec 13

Seconded to Apple to help their busy internal traffic department push the implementation of digital, print and in-store marketing material to launch the iPhone 5 and iPad Mini 2 across Europe.

Proved my ability to operate assertively and successfully through collaboration with many external agencies and internal stakeholders within a fast-paced, meticulous and demanding environment.

Imagination, Lowe, EHS, DRAFT FCB…

Project Manager - various — Aug 01 to Oct 10

Visit www.waynejohnson.uk to read about my time at; Imagination, Lowe, EHS, Draft FCB, Banner, Exposure and more…

Education and qualifications

University:	The University of Huddersfield	Sep 95 to May 99
Course:	B.A. Marketing, 2:1 (Honours)	
Professional body:	The IDM (Institute of Direct Marketing)	Jun 99
Course:	Certificate in Direct Marketing	

Out and about

I spend a fair amount of time pretending to be a horse, tunnel or trampoline for my two little girls. On the rare occasion that I'm granted the privilege of driving my two teenage daughters (yes, I have four girls) to Bluewater - I *love* nothing more than spending hours queuing at cash registers in Zara, Mango, H&M, Bershka, Hollister, Pull&Bear, New Look, Next, Uniqlo, Urban Outfitters, Kiko, Sephora.

When I do get some time out, I enjoy collecting, playing and producing electronic music.

On the odd occasion, I can be found photographing street art and architecture, visiting art galleries and museums in cities all over the world.