

curriculum vitae

Phil Baker

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PERSONAL STATEMENT:

Having succeeded in a variety of insight, technical data and employer brand capacities within a FTSE100 business, I moved into marketing with global marketing agency GyroHSR, where through a combination of knowledge, fast learning and dedication I have proven myself capable in a high tempo and pressured marketing environment.

KEY SKILLS:

- Fully proficient in hand coding of HTML, CSS and JavaScript
- Creating W3 compliant websites across platforms
- Experience of PHP, including frameworks such as Code Igniter
- Excellent knowledge of Photoshop
- Able to work using Mac and Windows based systems

05/08-present

Front End Web Developer, GyroHSR

Front end web development on such clients as T-Mobile, UPS, Virgin Atlantic and BlackBerry. Variety of clients needed proficiency in hand coding HTML, CSS, JavaScript/jQuery to a high, semantic, and valid standard: Some notable projects include:

FIA GT1 World Championship

Front and back end development for launch of the rebranded GT1 motor racing series.

Grant's Whisky (blog.grantswhisky.com)

Blog development for Grant's Whisky

UPS Golf (www.ups.com/golf)

A website dedicated to UPS' partnership with the PGA European Tour.

Virgin Atlantic (various)

Variety of electronic newsletters distributed to Virgin Atlantic's global customer base.

5 YEARS FREELANCE DESIGN WORK

Firecracker Films

Front and back end website development for a London based productions company who's work has appeared on BBC, Channel 4 and Channel 5 television.

Whitbread PLC – FTSE 100 Hospitality Group

Development and integration of eSolution planning tool

- Creation and development of PHP/MySQL driven succession planning tool

Whitbread PLC – FTSE 100 Hospitality Group

Graduate Recruitment Scheme Launch

Produced TTL full communications package on a retained consultant basis, including web design, online and offline media copy, DM and all creative.

- Launched pilot Graduate website for Whitbread
- Produced marketing collateral to brief, including brand-linked poster campaign for distribution to key stakeholders

Scream Pubs

Production of various creative campaigns for Mitchell's & Butler's popular pub chain aimed at the student market.

09/06-04/08

Talent Planning Analyst, Whitbread PLC

An analytical role, with free reign on types of reporting. Using my design background, web applications were implemented in order to track a variety of information.

07/05-09/06

HR Admin Advisor, Whitbread PLC

The provision of HR advice and payroll processing for new acquisitions to the Premier Inn hotel brand.

EDUCATION:
2001-2005

University of Luton

BA Graphic Design

1995-2000

Bedford Modern School

A Levels

Art and Design

Business Studies

English

GCSE's 10 GCSE's Graded C or higher including English, Maths and Triple Award Science.