

CV – Project Management

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Born 1972



Kirsty Kennedy

Marketing, design & communication specialist

After graduating in Art, Design & Marketing from Lancaster University in 1994, I worked as a project manager in through-the-line advertising for six years before pursuing my own creative interests. In 2012 I set up my own creative business 'Go Create' workshops and events whilst raising children as a sole parent.

CORE SKILLS/CREDENTIALS

- Experience across Events, Sales Promotion, POS, Direct Mail, Press, Web, E-Communication, Radio, Call Centre set-up/management, Brochures, Packaging & Loyalty programme set-up.
- Creative service management for clients including BT, BVHE, O2, Mars, Sainsbury's, Scottish Courage and Barclays
- Basic creative direction and copywriting including legal terms.
- Extensive briefing experience: photographers, designers, artworkers, web designers, illustrators plus photo shoot management.
- Professional project management experience including budget and critical paths.
- Further skills such as product sourcing, print buying and legal clearings.

EDUCATION

1996 ISP (Institute of Sales Promotion) legal diploma (B)
1991-1994 BA. Hons. Art Design & Marketing (2:1) Lancaster University
1989-1991 A'levels in Art, Business Studies & French (B,B,C) St Felix, Southwold
1987-1989 10 x GCSEs Hillview Girls School, Tonbridge (4 x As, 5 x Bs, 1 x C)

INTERESTS

I develop entire communication strategies to teach about wellbeing and sustainability which includes book and film concept development, art exhibitions and workshop programs. See www.kirstykennedy.co.uk for more information.

GO CREATE (OWN BUSINESS SET-UP) 2013- present.

Set-up of own company with zero start-up finance whilst also raising my nephew and niece both from 6 months. Involved developing website and content, course planning and overseeing course running. Creating newsletters and managing all financial aspects of the business. Successes included delivery of events for Warner Brother Studios and Facebook Headquarters.

PROJECT MANAGEMENT WORK HISTORY INCLUDES

October 2009	LUCID GRAPHICS MD Cover/ Management of the Design Agency and running of accounts
July 2006	RMG CONNECT Artwork trafficking (Freelance) Press ads for WeightWatchers account
Oct 2005	VCCP Project Manager (Freelance) Artwork trafficking on O2 Retail
Numerous contracts throughout 2005	THE BIG KICK Project Manager (Freelance) Implementing Spanish/Portuguese licensing promotions on Fritolay account Work on the 'The Dog' and 'Pokeman' character licensing
August 2004	PULSE Project Manager (Freelance) Implementing Beers/Spirit promotions
Numerous contracts 2003/4	VCCP Project Manager (Freelance) O2 brochure production and artwork trafficking
March 2003	THE REEF Project Manager (Freelance) Disney campaign planning and research
Dec 2000 – Nov 2001	MOSAIC PERFORMANCE SOLUTIONS Creative Manager (Freelance) Field based work in Bristol, Oxford & London producing DM, Press and general marketing material for three different test marketing teams.
May 2000 to Sept 2000	MDWW LONDON Account Manager (Freelance) - Producing Press Ads, Gift Sets and POS for BVHE account
Jan 2000 to March 2000	SUMMIT Project Manager (Freelance) - Implementing a Loyalty Programme for Granada and recruiting 3 rd parties
Oct 1999	TEAM LGM Account Manager (Freelance) - Project management of Press Ads for Sainsbury's activity
Aug to Sept 1999	141 COMMUNICATIONS - BATES DORLAND Account Manager (Freelance) - Implementing a £1/4m International re-packaging/re-positioning campaign for Datacopy
July to mid Aug 1999	INTERFOCUS Account Manager (Freelance) - Implementing various Lloyds TSB in-store POS campaigns
Feb to June 1999	IMP - DMB&B Account Manager (Freelance) Implementing radio, roadshow, web and press based campaigns including: - Mars @ 25p radio campaign (trailers/competition) - Snickers 'Got An Opinion' website/press based campaign
June 1997 to Feb 1999	ZGC - Mosaic Group Account Manager (Permanent) - Foster's Ice 'Air 360' roadshow development, implementation and tour management - Hewlett-Packard International World Cup live events & website activity implementation - John Smith's business-to-business/on-trade proposal development & campaign implementation
Dec '94 - June '97	P.C.G. – WPP Account Manager (Permanent) - Sainsbury's Schoolbags loyalty scheme & tailor-made leaflet unit management - Sainsbury's Reward Card test mailing/general D.M. programme implementation.