

SIMON LLOYD

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07899 985 754

Commercial Experience

1997 – present

FREELANCE – Marketing, Online Reputation & Graphic Design

Designed, created, managed & maintained websites and online reputation as a client and developer. I specialise in design and marketing communications for on & offline projects and consult on marketing strategy & branding.

February 2023 – Present

Cabra Taphouse & Wine Bar, Cheddar Gorge – Bar Manager

Front of house and customer facing I created the personality of the bar, training staff to support my vision to reposition the bar locally to improve its appearance and reputation. I added a calendar of events, improved the offerings of the bar and managed expectations which has improved average monthly sales by more than 30% in this duration. I also carried out the weekly bookkeeping, banking, stock and staff rota duties.

2021 – 2023

Cheddar Bikes – Managing Director & Customer Services

Bike hire, cycle workshop & local visitor information centre. I designed, formulated, and implemented the business practices, marketing strategy, designed and produced branding & communication from conception to becoming the No.1 ranked outdoor activity in the area for 2022 on Trip Advisor.

2010 - 2022

Extra Mile Printing Ltd – Managing Director - Designer, Project Manager & Customer Relations.

Design, print & garment decoration. Supplying local businesses, trades people and clubs with branded items. Leading 6 employees to design, present and implement projects – ensuring the team worked efficiently and to budget. I took ultimate responsibility for all sectors of the business, with emphasis on design, marketing, communications, production & sales.

2008 – 2010

VIP Ski – Driver, Ski Host, Concierge & Driver.

Premium tour operator in Val d'Isere. I worked in the logistics and management team. I hosted daily tours, events, and activities for guests throughout their week to ensure they had the best holiday.

2001 – 2006

Baird & Co Ltd – Marketing & Sales / Assistant to Managing Director.

Bullion merchants, fabricators & the largest gold refinery in the UK. I was assistant to the Managing Director in planning new operations within the organisation. We introduced high value bullion investment products to wealthy clients ensuring a suitable customer experience and developed a range of precious metal products for the jewellery industry.

I designed and produced marketing communications, managed product launch, sales and evolution, selected and trained staff and reported progress, formulating strategies based on the conclusions.

2000-2001

Sports.com – Junior Designer.

Website with news, retail, betting & forums – my role was to design corporate information, navigation, and promotional images for the website for national & international colleagues, clients and partners.

Education

**BA Marketing Design,
Southampton 1997-2000**

A-Level Art

**GNVQ Level 3 Business
Sidcot School 1987-1997**

Expert in...

Photoshop

Illustrator

InDesign

Outlook

EposNOW

Drag & Drop Web Builders

Excel

Word

PowerPoint

Google

Experience with...

Wordpress

Sage

Xero

Quickbooks

Facebook

Instagram

Full Clean Driving Licence

About me

I'm a well-travelled, sociable and considerate individual who has achieved some amazing things personally and commercially. I'm creative, driven and well connected.

I have 23 years in marketing, communications, print & digital media design and customer experiences within business. I have a great track record of customer satisfaction with a "go the extra mile attitude."

Emotionally intelligent, respectful, and engaging; I have experience of encouraging the best from people and achieving individual & team goals, with a conscientious approach.

I have a passion for people. I feel very confident making people feel at ease, welcome and engaged in new and strange environments.

In summary

I am a creative designer with substantial experience of designing, producing and publishing digital and print media.

I have established 2 small businesses from conception leading employees across 2 businesses to deliver a brilliant track record of customer satisfaction and profitability.

I have transformed an existing businesses systems, reputation and sales performance with minimal cost.

I have project managed B2B & B2C products and services throughout my career.

I thrive on building, maintaining, and engaging in relationships locally, nationally & internationally.

I have taken responsibility for decision making, planning, design, budgeting, marketing, sales, finance, IT & production.

Did you know?

In 2006/8... I travelled around the States, from Boston to San Francisco, 18,000km across Australia and then Singapore to Bristol... all by land. It took 19 months.

in 2015 we purchased a house that my wife did not like. I project managed the vision and oversaw the refurbishment. Supervising budgets, trades people and timeline to make it our forever home (which my wife loves!!!).

Find a Portfolio of Works & Achievements on
www.SimonLloyd.com

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