

JOE BALDWIN

PROFESSIONAL HISTORY

Ogilvy Primary Contact, London UK, 2001–2004

INTERACTIVE DEVELOPER

OPC is the London B2B agency for the world-wide Ogilvy Group. I develop all the agency clients interactive projects including websites, online advertising and email marketing campaigns, including 360° branding solutions for clients such as BP, Castrol and DHL. Also responsible for briefing outsourced resources and advising clients.

Clients include: DHL, Intel Online Services, SriLankan Airlines, Hitachi, Air Products, BP, Castrol, Canary Wharf Group, Clifford Chance

Aquent Partners, London UK, 2000–2001

SENIOR WEB DESIGNER

Aquent Partners supplies expert IT professionals for temporary and permanent work. After six months freelancing I became a partner member to develop a closer relationship between temporary staff and client agencies. During this period I had the opportunity to work on a variety of web projects for many different clients, often against the clock.

Clients include: The Partners, Prixicom, Pauffley, e-Marketing, Ogilvy Primary Contact

Freelance, London UK, 1993–2000

ILLUSTRATOR

As a freelance artist I was able to work for most of London's biggest advertising agencies producing storyboards, visuals and finished artwork.

Clients include: Audi, British Airways, Chrysler/Jeep, Fiat, Guinness, Honda, Kellogg's, Mercedes-Benz, Motorola, Nissan, Sony, Toyota, Volkswagen

EDUCATION

Musicians Institute, London, UK

GIT 1 Year diploma (guitar)

Cheltenham & Gloucester College of Higher Education, Cheltenham, UK

Foundation diploma in Art & Design

Cleeve School, Cheltenham, UK

3 A-level and 9 GCSE qualifications

References available upon request

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AWARDS

PPA B2B Advertising Excellence Awards 2002

Best interactive campaign: Bayer, Agro website

Best of Health Show 2002

Best healthcare website: Tonic Healthcare, website

IPA B2B Advertising awards 2002

Best creative use of new media: Intel Online Services, ePulse microsite

Also many commendations and shortlisted entries

SKILLS AND INTERESTS

Software: Macromedia Dreamweaver, Fireworks, Fontographer & Freehand
Macromedia Flash advanced ActionScript, Swish & Swift Generator
Adobe Photoshop & InDesign
Propellerhead Reason
Sonic Foundry Acid
Microsoft Office Suite

Skills: HTML, XHTML, CSS & related W3C recommendations
JavaScript
PHP
XML & SOAP
mySQL
Apache HTTP server

I also enjoy working on my own web projects and freelance commissions. I have designed corporate identities and web presences for many small companies and businesses. I work on paintings and prints which I sell online. I am also interested in typography and type design. You can find my fonts for download at my own site and for sale at T.26.

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