

**I am a highly motivated individual with an exceptional ability to create and deliver objectives in almost any environment.**

I have experience of many aspects of business including launch and incubation, launching multiple projects, raising external finance, search engine strategies and PR plans.

I truly understand success in digital business and I know what it takes to reach it. Understanding user interaction, behaviour and subtle prompts on a minute level.

I strive for perfection in everything I do and my acute attention to detail ensures that the people I work with achieve the same goals.

*In my spare time I enjoy spending time with my friends, dining out, movies and reading. I also like to watch and play football.*

## PROFILE

**CFP London**  
98-01  
**Digital Designer**

Worked with Christian Dior to launch the Addict lipstick range. Worked with Wolf Ohlins on the global rebrand of gold.org.

**Guardian Media Group**  
01-05  
**Lead Digital Designer**

Helped rebrand Manchester Online as the MEN. Brought other GMG titles in line with new technology and design standards.

**Apple Computer**  
05-06  
**Tech Services**

Developed my client management and relationship skills. Studied the inner workings of a global brand.

**Aspiration Media Limited**  
06-10  
**Managing Director**

Brought in Venture Capital investment, grew Brightsale.co.uk into the UK's leading Online Estate Agent and carried out an exit.

**Aspiration Capital LLP**  
06-10  
**Advisory Board Member**

Incubation of several startups including slurp.co.uk and salespush.com. Helped refine future investment criteria.

## EMPLOYERS

Photoshop  
Illustrator  
HTML  
Word/Office

CSS  
XHTML  
Web 2.0

MYSQL  
PHP

Motion Graphics  
Flash  
Actionscript

Apache  
IIS  
OSX

OSX  
Cocoa  
Final Cut  
Motion

SEO tech  
Analytics  
PRINCE2  
Ruby on Rails

iPhone  
jQuery  
AXAX  
Excel

## SKILL DEVELOPMENT



THE  
MANCUNIAN  
CANDIDATE

**ANDY  
ETCHES**