

INNES DONALDSON

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I am an enterprising individual who works with businesses to ensure they use the Internet in the most effective ways, through the exposure available. Working most of all delivering and SEO and Web Design services, I also have significant experience in delivering Graphic Design. I have an ever growing portfolio of print based design for a variety of formats including business cards, compliment slips, letterheads and many other formats of essential business stationery. To date I have clients in a diverse mix of industries such as Television Production, Recruitment, Legal services and may more. With every project I undertake, I strive to deliver result's to provide businesses with a benchmark over their most immediate competitors.

PROFESSIONAL EXPERIENCE

**OWNER / MANAGING DIRECTOR: Fresco Creative (December 2009-)
CREATIVE DIRECTOR: 3G Networks (March 2010-)**

With both 3G Networks and Fresco Creative, I am responsible for developing and managing business relationships, providing essential support for a growing list of clients. Much of what I do evolves around formulating measurable online strategies which reap rewards for businesses of all sizes.

KEY SKILLS, EXPERIENCE AND CAPABILITIES

- Proficient knowledge and experience of Adobe design software's such as Dreamweaver, Fireworks, Go Live, Illustrator, Indesign & Photoshop.
- Proficient knowledge and experience of developing websites to high quality W3C compatibility guidelines.
- A significant understanding of SEO and it's importance in generating exposure and traffic to businesses and their online presence.
- Strong networking skills in being able to establish and develop working relationships.

QUALIFICATIONS AND ACCREDITATIONS

Bearwood College, Wokingham, Berkshire (1997-2002)
- 8 GCSE's grade B-C

Farnborough Sixth Form College, Farnborough, Hampshire (2002-2004)
- 3 A-level's grade B-D (Graphic Design, Business Studies, Media Studies)

UCA, Farnham, Surrey (2004-2005)
- Foundation Degree - Art & Design (Graphic Design) Pass

Bath Spa University, Bath, Somerset (2005-2008)
- BA (Hons) Graphic Communication

PERSONAL INFORMATION

- Full UK driving license

INTERESTS

Away from my work, I am an avid motorsport enthusiast and follower, having been to Le Mans and the British Grand Prix several times. I also like to travel and I am lucky enough to have been to many destinations around the world, such as Brazil, Canada and Mauritius.

I also enjoy keeping fit by running and going to the gym at least four times a week; I am currently training to get up to marathon fitness.