

Jack Morrison

Profile:

Dynamic and results-driven professional with a solid foundation in creative direction and project management, transitioning into a sales career. With hands-on experience in pitching and closing high-value deals, managing client relationships, and leading successful campaigns, I bring a unique blend of creativity and strategic thinking to the sales field. My background equips me with a keen understanding of branding and market positioning, essential for driving sales growth and customer engagement. I am now seeking to leverage these skills in a sales role where I can contribute to business development and client success.

Key Skills:

- **Client Relationship Management:** Successfully collaborated with clients to understand their vision and deliver tailored solutions, resulting in high client satisfaction and repeat business.
- **Project Management & Leadership:** Led complex projects from concept to execution, demonstrating the ability to manage resources, timelines, and cross-functional teams to achieve objectives.
- **Sales & Marketing Insight:** Experience in developing and implementing branding and marketing strategies, directly contributing to increased customer engagement and sales.
- **Communication & Negotiation:** Strong communicator with a talent for building relationships, presenting ideas, and negotiating terms to close deals effectively.
- **Creative Problem-Solving:** Adept at finding innovative solutions to challenges, such as creating a 3D runway show during the pandemic, which enhanced brand visibility and engagement.
- **Entrepreneurial Acumen:** Proven track record of securing and delivering independent projects that generated over £10,000 in revenue through branding and web design.
- **Client Acquisition & Retention:** Successfully acquired and retained clients as an independent consultant, demonstrating strong sales and relationship management skills.

Experience:

Octus Creative Solutions – Creative Director & Sales Lead (May 2024 – Present)

- Successfully closed a \$21K pitch for a client's enrolment campaign, showcasing strong sales and negotiation skills.
- Led a 4-week campaign, managing a media team and ensuring timely delivery of all project milestones.
- Maintained ongoing client communication, resulting in 600 new sign-ups within two months.

WithSelf Therapy – Independent Branding & Website Design Consultant (Mar 2024)

- Engaged as an independent consultant to develop a new brand identity and website for WithSelf Therapy, resulting in earnings exceeding £5,000.
- Created a sales funnel that significantly increased client outreach and appointment bookings, showcasing strategic thinking and an ability to drive business growth.
- Leveraged entrepreneurial skills to manage all aspects of the project, from client acquisition to final delivery, ensuring client satisfaction and repeat business.

Hertz Magazine – Independent Branding & Website Design Consultant (Jan 2024)

- Independently secured and managed a branding and website design project for Hertz Magazine, generating over £5,000 in revenue.
- Developed a comprehensive brand identity and website, effectively positioning the magazine to stand out in a competitive market.
- Demonstrated strong entrepreneurial skills by identifying client needs, pitching creative solutions, and delivering high-quality results that exceeded client expectations.

The Arcade Hatton Garden – Art Direction & Project Management (Sep 2021 – Jul 2022)

- Led the branding and interior design for a high-profile retail space, enhancing customer experience and increasing engagement by 30%.
- Collaborated with vendors and stakeholders to deliver the project on time, showcasing strong leadership and project management skills.

Jewel Garden – Art Direction & Digital Marketing (Oct 2020 – Sep 2021)

- Spearheaded a complete rebrand, modernizing the company's image and significantly boosting its online profile.
- Conducted market research to identify trends, leading to the development of new marketing strategies that increased brand visibility.

Medsolve Health Solutions - Branding & Digital Marketing (May 2017 - Jun 2019)

- Led the Branding Identity & Digital Marketing campaign for the successful launch and development of Medical Billing Solution for American Healthcare (Atlanta, GA).
- Campaign included full Branding identity and Digital Marketing package to funnel sales resulting in \$35,000 in revenue.

Education:

University of Arts London - Graphic Design - 2017 / 2020

BA (Hons) Graphic Design **Grade: 2:1**

Kingston Creative Arts College, London - Graphic Design - 2015 / 2017

Graphic Design Extended Diploma (L3) **Grade: Distinction**