

TOM WICKENDEN

07876 552292 / tomwickenden@gmail.com / tomwickenden.com (pword: T0mP0rtfoli0)

Commercially driven, passionate and positive marketing agency professional with nearly two decades experience within an integrated/digital agency, starting as an Exec progressing through the ranks to MD. Experience ranging from branding, advertising and graphic design projects, through to campaign, automated marketing and large website projects. At the heart of everything has always been a focus on strategy, creativity and a high level of customer service that has delivered results for clients from various industries and driven profit and growth for the agency itself.



SKILLS

Agency Management:

- Business strategy
- Finance; planning, forecasting & cashflow
- New business
- Planning & scheduling
- Internal systems & procedures
- Resourcing, recruiting & HR
- Team management & motivation
- Change implementation

Project / Account Experience:

- Strategy, project planning and estimating
- Account, creative & dev team management
- Large scale website design & build
- DXP, eCRM & automated marketing
- Integrated campaign management
- Branding & advertising
- Product launches
- Print & production management
- Graphic/layout design & copywriting

Microsoft Office suite, Google apps, Adobe Creative Cloud, Wordpress & Drupal CMS, Notion, Jira, Trello. Highly computer literate and able to learn new systems quickly.



EXPERIENCE

Brand experience: Argos, Asda, Barclaycard, Birmingham Airport, Brooklands Hotel, Carlsberg, Capita, Cosmos, The Entertainer, Farécla, Hayter, Honda, London Luton Airport, Manchester City FC, Mercedes-Benz World, Monarch Airlines, Mookie Toys, The Nottingham Building Society, RCI, Santander, Standard Chartered, Stroke Association, Tesco, Travelsphere, VisitBritain, Volkswagen, Westbury Homes.

Milton Bayer / Managing Director

FEB 2020 - PRESENT, Northampton

After playing an integral role in growing the company (15%-20% pa over a 6 year period) to a position where it was viable, an MBO was successfully completed in early 2020 and I became MD. It was a role I had been doing but without the title for several years, being best placed for the position as I had experience in all aspects of agency life and built a good rapport and level of respect with everyone in the agency.

Key achievements / responsibilities:

- Overseeing all accounts and projects to ensure what is delivered is right for the client, adds value and is commercially right for the agency
- Business planning, budget setting, cashflow and forecasting; giving a management team direction and focus for their teams in-line with company goals
- Navigating the effects of Covid-19
- Shifting the agencies focus to commoditise our offering to digital products, forming key partnerships with third parties to ensure we could keep up with the ever changing digital landscape
- Changing the agency environment from historically toxic to open and collaborative
- Driving efficiency and profitability

Milton Bayer / Projects Director

JUL 2011 - FEB 2020, Northampton & London

As the agency evolved to almost fully digital, this role was heavily focused on project direction and procedures so that work flowed efficiently and that all teams knew the expected standards. Within this role I also started working closely with the MD on all business decisions that affected the agency, eventually taking the lead as the MD started to step away from the business. Key achievements in this position were successfully leading transformational pitches for; Santander (£800k+ pa, over 7 years), Standard Chartered (£700k+pa, over 5 years) and Manchester City (£120k+pa, over 7 years) and then ensuring they were resourced and structured correctly and became long term clients, showing growth each year.

Milton Bayer / Head of Accounts & Production

FEB 2008 - JUL 2011, Northampton & London

This role was a development of the below position but saw me continue to be a key contact for clients but stepping away from being the day-to-day contact, overseeing the project team to make sure all projects were run effectively, to time and budget. I was also still in charge of the creative team, scheduling work, overseeing the quality of output and maximising profitability. This role saw me become a key figure at the agency, working closely with the Directors on a daily basis, managing targets, billing and forecasting.

Milton Bayer / Account & Production Manager

JUL 2005 - FEB 2008, Northampton

This role saw me split my time between managing two extremely busy accounts (Automotive and Travel & Tourism) each with multiple stakeholders, as well as managing all print and the production of other bespoke items required for campaigns. I also managed the creative team and scheduled work through the studio, implementing new procedures that increased efficiency and productivity. I also became more involved with the management of the agency, reporting to the Directors on work in progress, financial projections and on staff performance.

Milton Bayer / Production Executive

APR 2003 - JUL 2005, Northampton

My entry into agency life. I was given the responsibility for managing 50+ weekly press adverts, taking briefs, briefing the studio, proofreading, ensuring quality and making sure deadlines were hit. I soon took full control of the account and began copywriting and devising creative concepts. This experience taught me how to manage difficult clients with limited briefs, prioritise and efficiently organise work, cope with pressure whilst still delivering quality on time. In addition, learning the printing process and how to manage suppliers.



EDUCATION

Chatham Grammar School for Boys
GSCE & A Levels
SEPT 1990 - JULY 1997

Staffordshire University
Cultural Studies
OCT 1999 - JUL 2002



PERSONAL LIFE

Proud family man, which is the driving force for everything I do professionally. Never happier than when doing something creative or enjoying other people's creativity in film, music, food or winemaking. Love all sports, especially golf - if not playing, I'm probably watching it or thinking about it.