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**Portfolio:** www.melissagrayUK.com

# Melissa Gray

## PROFILE

**Award winning and experienced all round Art Director currently based in Dubai, UAE. International advertising experience in HK, China, Malaysia, Singapore, Scotland, Libya & Malta for agencies including Saatchi & Saatchi and JWT. Up to February 2011 working as lead Creative in Tripoli, Libya, for JV JWT. Currently Media and Design consultant at Blue Energy, Tripoli Libya and for SMIP Oil Services, Tunisia. Specialising in Typography with extensive experience in graphics and advertising from conceptual work through to finished items for print, TV and radio. TV commercials and corporate videos for Proctor & Gamble, Johnson & Johnson and Lion Nathan Breweries. Experienced in handling projects from concept to pre/post-production, liaising with clients and account execs for print, web, television and radio across China, Singapore, Hong Kong, UK, Tunisia & Libya. Proficient copywriter and proven photographer as required. Most recently involved in web design and related social media applications. Currently based in Dubai and looking for appropriate opportunities within the region.**

## ACCOMPLISHMENTS & CAPABILITIES

- Managerial experience of creative teams in major international companies and smaller local firms
- Project management for national projects (HK & China) from brief to final printed solutions within budgets/time
- Experienced in building up good relationships with clients, & creative teams both local and expatriate
- Created national solutions across China in TV, radio and print for launches in China for Johnson & Johnson, Lion Nathan Breweries, & Proctor & Gamble
- Created print solutions in Hong Kong & Singapore for clients across Asia including ANA Hotels, Maybelline and Scholl
- Created print, outdoor solutions and promotional activities in Tripoli, Libya for LG, Rentokil, Samsung, Kraft/Milka and Freisland Campina/Rainbow
- Created research concepts and marketing solutions for international and local clients China, HK & Korea
- Broad portfolio including for Asia Pacific Region ANA/Beauforte Hotels, BUPA, Johnson & Johnson, Maybelline, Proctor & Gamble, Scholl, & Volvo; in Scotland for Eden Court Theatre, Highlands & Islands Fire & Rescue Service, HIE, Foreign Office UK; in Libya for LG, Freisland Campina/Rainbow, Samsung, Kraft/Milka; in Malta for Kinnie brand
- Built up reliable network of local photographers, illustrators, copywriters, repro-houses and printers in China, HK, Scotland, Libya, Malta and Tunisia
- Comprehensive knowledge of print, TV and radio production, copy-writing, basic film editing, copy editing skills and photography
- Organised & co-wrote web-site and weekly reviews for Shanghai Timeout (1998-2000)
- Art directed brand new city listings magazine in Shanghai, That's Shanghai 1998 (now China wide www.online.thatsmags.com/city/shanghai)
- Practical working knowledge of pre-press, print and Macintosh programs (Adobe Creative Suite) and Final Cut Pro
- Qualifications include SVQ Television & Media; SVQ Local Radio Broadcasting; HNC Fine Art
- Additional qualifications include PADI Open Water; BOSIET (Basic Offshore Induction & Emergency Training); RYA PowerBoat Level 2; BHS/NVQ Stage 2. Currently studying MSc Sustainable Architecture
- Winner of National Kodak Calendar Competition
- Finalist of Renaissance International Photography for MAGNUM Agency competition 2009, exhibited in central London, published in book format
- Ten years working abroad in Australia, China, Hong Kong, Libya, Malta and Tunisia, extensively travelled worldwide

## WORK EXPERIENCE

2011~	Media and Design Consultant	Blue Energy & SMIP	Tripoli, Libya/Tunis, Tunisia
2009/11	Creative & Marketing Consultant	JWT-ZHL Libya	Tripoli, Libya
2000/09	Creative Director/Consultant	Grayscotland Ltd	Scotland, UK
1998/00	Creative Director	Lowe Lintas Partners	Shanghai, China
1996/98	Creative Director	Saatchi & Saatchi Advertising	GZ & Shanghai, China
1991/90	Assistant Creative Director	Pounds & Shanks Advertising	Hong Kong
1990/91	Freelance	Readers Digest, Sydney; Melbourne Uni Press	Australia
1987/90	Senior Designer/Art Director	Dorling Kindersley Publishers	London, UK

## ADDITIONAL EDUCATION/QUALIFICATIONS

2012	BOSIET	Basic Offshore Safety Induction Training	Indonesia
2011	RYA	Powerboat Level 2	Malta
2010	PADI	Open Water	Libya
2008	HNC	Fine Art	Scotland, UK
2004	SVQ	Local Radio Broadcasting	Scotland, UK
2003	SVQ	Television & Media	Scotland, UK
2000	Certificate	Spoken Spanish	Buenos Aires, Argentina
1996	Certificate	Written & Spoken Mandarin	Beijing, China
1986	BA Hons	Typography & Graphic Communication	Reading University, UK