



INFOGRAPHIC CV

A VISUAL REPRESENTATION OF MY CAREER: 1999-PRESENT



MY VISION IS SIMPLE - TO DELIVER INNOVATIVE MARKETING INITIATIVES THAT DRIVE REVENUE, BRAND, LOYALTY AND BEST PRACTICE. MARKETING IS FAR MORE THAN A LEAD GENERATION FUNCTION, IT'S THE HEARTBEAT OF ANY TRULY SUCCESSFUL BUSINESS.

PERSONAL DETAILS

Name: Gareth Case
Date of Birth: 4th February 1981
Telephone: 07834 528808
E-Mail: gareth.case@gmail.com
Twitter: [@gareth_case](https://twitter.com/gareth_case)
Blog: garethcase.wordpress.com

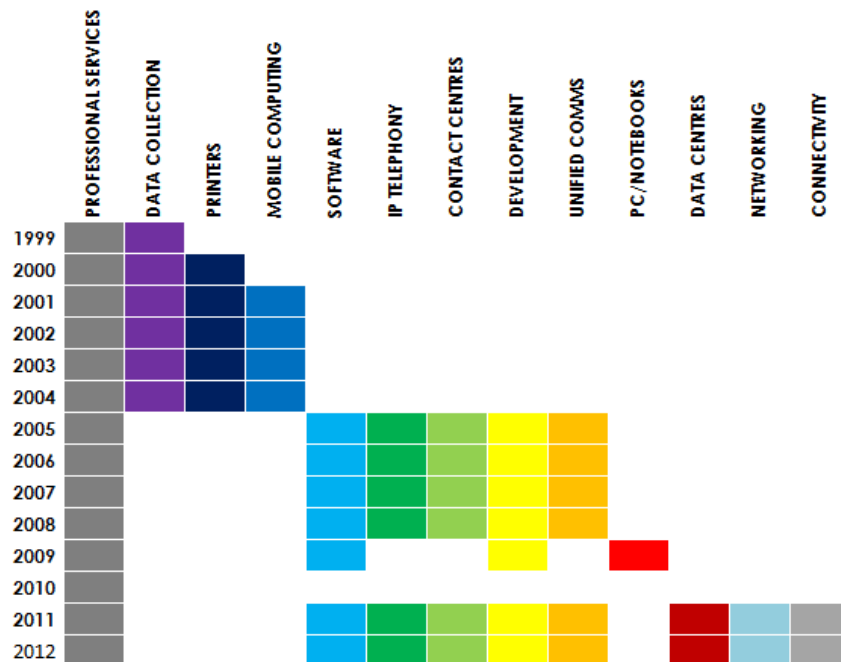
CAREER HIGHLIGHTS

2010-Present: ONI plc, Head of Marketing
2009-2010: Athona Ltd, Marketing Manager
2008-2009: Viglen, Marketing Manager
2004-2008: Arc Solutions, Marketing Manager
1999-2004: Intermec Technologies, EMEA Marketing Exec
Full career synopsis available via [LinkedIn](#)

EDUCATION HISTORY

IDM Diploma in Interactive and Direct Marketing, Home Study
Advanced GNVQ in Business Studies, Reading College
8 GCSE's @ C+ - The Willink School, Reading
Adobe Creative Suite 5 day training
Numerous Sales and Marketing Training Courses

PRODUCTS/SOLUTIONS



CAREER IN NUMBERS

10



WEBSITE PROJECTS

Designed, created and launched - [Scan for examples](#)

£5.6M

WORTH OF OPPORTUNITY

Generated as a direct result of my marketing efforts

16,000+



PEOPLE RECEIVING MY TWEETS

Every day though clever use of social network integration

£7,300

RAISED FOR COMIC RELIEF

In 2011 as part of a brand awareness exercise with Cisco

12

YEARS EXPERIENCE

Of technology marketing in B2B and B2BC environments

3 x CRM

IMPLEMENTATIONS

ISalesForce.com and SalesPoint to 5K+ users



27,000

WORDS WRITTEN

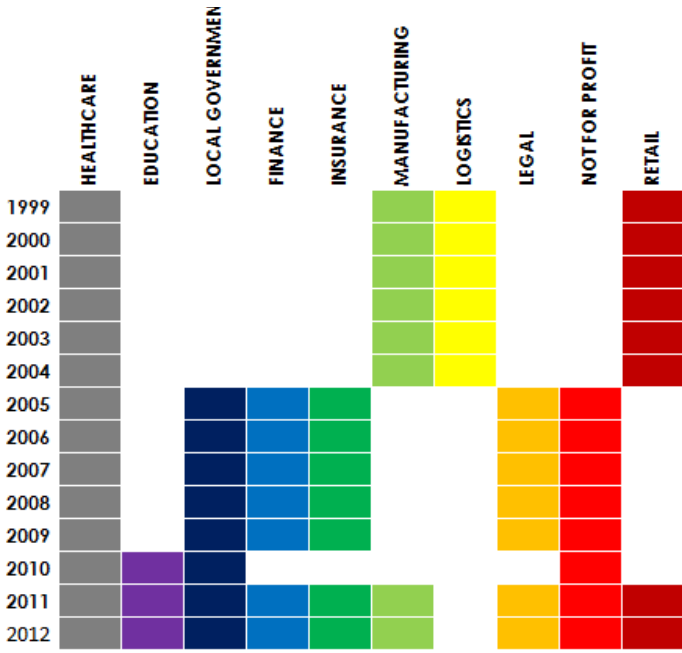
To complete the ONI Re-branding project and iToolkit

954

CV DOWNLOADS

Within one month of putting it on my blog

VERTICALS



VENDORS



ONLINE SKILLSET

- Website Design
- Content Management
- iPad Toolkits
- Social Media
- PPC
- SEO
- Analytics
- CRM
- E-Marketing
- Blogging

OFFLINE SKILLSET

- Direct Mail
- Campaign Management
- Telemarketing
- Print Production
- Public Relations
- Copywriting
- Team Leadership
- Budget Management
- Graphic Design & Collateral Design

BLEND IT
 ONE DIMENSIONAL
 MARKETING CAMPAIGNS
 ARE SIMPLY INEFFECTIVE.
 A MULTI-TOUCH FULLY
 INTEGRATED STRATEGY
 IS THE ONLY WAY TO
 ACHIEVE THE BEST
 POSSIBLE RESULTS...

ONI CONNECTIVITY SERVICES
 BANDWIDTH FOR YOUR BUSINESS



CALL

ME

LATEST INNOVATIONS

The ONI iTOOKIT

- Brand new company presentation
- Training material
- Video elevator pitches
- 8 case studies
- 6 Information sheets
- 6 Solutions overviews
- Competitive intelligence
- iPad/iPhone/Laptop ready



“ One of the best, clearest and most concise presentations I have ever seen”
IT Director, Amazon UK ”

WANT A 2ND OPINION? HERE'S 6...

“

Anything I ever heard about him was a glowing recommendation. I can't recommend Gareth highly enough.
Charles Melville - Director, Stratton Walker

In my brief time working with Gareth I found him very personable, a great communicator with a can do attitude. He understood quickly the people, environment and most importantly the concepts of his role. It is to this end that I would strongly recommend Gareth in a position as a Marketing Manager/Director.
Simon Fitch - Sales Manager, Viglen

There are countless examples of Gareth's extraordinary work - he has a creative flair and is always able to come up with new and interesting ways of exceeding what has been asked of him in a consultative manner. With all of that said, Gareth is also one of the most personable and professional people you'll ever be lucky to meet, and would be an asset to any business.
Bennie Grant - Director, Arc

Fairly unusually, Gareth is also as comfortable with the nitty gritty of campaign execution as he is devising ground-breaking strategies to open up new markets or steal market share. Over the years as a PR consultant I have been lucky enough to work for some outstanding marketing talent as clients. Gareth is right up there in my opinion.
Christopher Klopper - Director, Mulberry Marketing Communications

Gareth is a fantastic Manager who invariably understands exactly what marketing campaigns will be the most effective for the company and project managed a new website launch, created 4 definitive brands and ultimately improved Athona's online strategy. He functions well as a team leader and he is highly respected, as both a person and a professional, by colleagues, clients and suppliers alike.
Liz Pyman - Marketing Executive, Athona

I am happy to recommend Gareth for his total commitment to providing a high quality, well defined outcome to all marketing programmes he undertakes. He is great to work with, tenacious, positive, forthright and professional. He is great value for money and an asset to the company for which he works.
Kim Worthington - Marketing Relationship Manager, Cisco

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TECHNICAL EXPERTISE

12

EXPERIENCE

YEARS USING THE BEST TOOLS

WINDOWS & MAC OS
ADOBE CS2/3/4/5
ADOBE DIGITAL PUBLISHING SUITE
MICROSOFT OFFICE
iLIFE AND iWORKS



MY BLOG >>>



10,052

VISITORS
In the first month of my blog going live

893,733

POTENTIAL
Daily audience of my blog posts
through intelligent social networking

476

COMMENTS
About my blog posts in the first month

97,354

RE-TWEETS
That's how many Twitter users have seen my blog posts
through my followers re-tweeting.

WANT MORE?

search: garethcase garethcase.wordpress.com
 @gareth_case gareth.case@gmail.com

LET'S HAVE A COFFEE?
07834 528808

