

Dan Parratt

CONTACT

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ABOUT

A photographer and marketer who holds a strong and versatile portfolio that demonstrates great examples of past work and a strong passion for the creative industry.

Always eager to improve himself, his skills and his knowledge, this is a performer who strives to produce the highest quality work while maintaining a great attention to detail.

With a great ability to work independently as well as part of a team, he is dedicated to the creative arts and enjoys working with like-minded people.

This is a candidate that is passionate about all aspects of the creative sector and is always looking to further his career within the industry.

EDUCATION

BA (Hons) Photography
University for the Creative Arts, Surrey

A2 Computing & Photography
AS Media
BTEC Engineering
10 GCSEs

QUALITIES

- Great under pressure
- Meticulously organised
- Excellent communication skills
- High attention to detail
- Positive attitude
- Reliable and punctual
- Always striving to learn & grow

WORK EXPERIENCE

Halfords

Sales assistant (2011-2015)

Performing duties such as working the till, re-profiling bays, facing up, tidying till areas, ensuring the tool area is kept tidy, working warehouse and deliveries, stock counts, meeting weekly KPI's, training new members of staff and occasionally fitting the odd product to a customers car.

Stock file support (2015-2017)

The collation and actioning of daily returns receipts/audit forms, the booking in of supplier deliveries and return of faulty stock to distribution, as well as the investigation/actioning of stock file inaccuracies, price override reports and weekly store loss reports, along with daily cash management and ensuring that all outstanding orders are filtered and processed effectively. Within this role, I was also responsible for maintaining adequate levels of stationary, the purchase of essential store consumables and organisation of all associated paperwork, whilst ensuring that all paperwork is filed and archived correctly.

Freelance Retoucher (2013-2019)

As my main source of income from since 2017-2019, I employed the Adobe creative suite to assist clients in fulfilling their artistic vision; from basic colour correction & frequency separation to the full reconstruction & colourisation of vintage images.

WORK EXPERIENCE (CONTINUED)

Lodge Motor Company (2019-Present)

Digital Marketing Executive

- The sourcing of vehicle specification to help create a detailed insight into the optional extras that a vehicle has over the base model, of which is then posted to our website and various vehicle marketplaces (e.g. AutoTrader).
- The manual selection of optional extras and population of listings on said vehicle marketplaces as to increase overall advert ratings which in turn will boost these adverts to the front page of a 'relevance' model search.
- Providing ideas and feedback on how to better the company website, with the intention of; making it easier to navigate, helping potential clients to find what they're looking for, increasing the average session duration, reducing bounce rate and, of course, strengthening the conversion rate.
- Extensive photography of stocked vehicles inside & out, making sure to edit said images to a consistent high standard so that they can be used to portray stock on the company website, social media & external dealership profiles. As well as photography, I am also tasked with recording, processing and creating short videos of the exterior & interior of our vehicles to give potential clients a visual insight into the specification of each individual car.
- Within this spectrum, it is also my job to scout for interesting locations/backdrops for said stock and photograph these vehicles outside of our usual confines - editing these images with a creative approach - to then use these photos as captivating advertising imagery for marketing campaigns on each of the company's social media channels with the aim to create more engagement & interaction with the brand.
- One other aspect of this role is using the above created advertising imagery, along with Google Web Designer, to create visually appealing html5 adverts for use with Google AdWords and social media campaigns. Within AdWords, this imagery is then used throughout our campaigns to help push visitors back to the website through dynamic remarketing, using ad space on related vehicle marketplaces (AutoTrader, Pistonheads etc).
- Within Google's tools, I also use Google Analytics to analyse where our visitors are coming from, what keywords they are using, and how long they spend on the website to help me to create content that will optimise our rank results on the search engine.

INTERESTS

Leisure time is enjoyed by exercising, socialising, travel, TV / movies, networking, working on personal photography projects, maintaining a social media presence, maintaining my websites and online portfolios, attending motor shows and motorsport events & general maintenance of my vehicles.

SOFTWARE

- Microsoft Office
- Adobe Photoshop
- Adobe Bridge
- Adobe Lightroom
- Adobe After Effects
- Adobe InDesign
- Capture One
- VirtualRig Studio
- Google Web Designer
- SocialBlade