

# GARY FLOOKS

## Digital Design & Communications Consultant

Dual Citizen: UK | Canada

**Portfolio:**  
naturaloutlook.com

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As a Digital Communications Consultant, I work directly with international clients to gain a competitive brand presence, through bespoke, creative strategies, maximising digital exposure and mobile reach.

A Dual Citizen of Canada and the UK, I have qualifications in Digital Media Design, Media Broadcast and Environmental Sciences; along with 14 years combined - international experience in digital; traditional media; marketing and environmental industries. I have worked with international, digital agencies, including: Critical Mass and Sapient Canada; high-profile global brands, including: Mercedes-Benz (USA); Bayer Pharmaceuticals; Sprint; start-ups; and international business owners in multi-language, multi-cultural environments.

**Specialities: Art Direction; User-Centric Digital Design Strategies; Wordpress CMS and Training; Project Management; Brand Identity; Refined interpersonal Skills; Marketing Strategies; Photography; Written Communications; Digital Consulting.**

## Work Experience

**NATURALOUTLOOK INTERACTIVE.**  
Toronto, Canada | Bournemouth, UK  
FEB 2009 - PRESENT

**Digital Consultant:** working with international agencies; global brands; international business (UK, Canada and Japan); charities; app and small business start-ups; helping clients to gain a competitive digital presence, through effective communications consulting; Wordpress CMS design, tuition and project management; and bespoke digital business / marketing strategies.

**BRIGHTWORKS INTERACTIVE,**  
Toronto, Canada  
AUG 2012 - OCT 2012

**Senior UX Designer:** contracted to create a UX design website and print materials for an international pharmaceutical client. Client details are confidential due to contractual obligations.

**MOMENTUM SOLUTIONS INC,**  
Toronto, Canada  
AUG 2010 - AUG 2010

**Senior Interactive Designer (contract):** tasked with creating internal - digital blog concepts for Senior UI Designer, contracted to create internal blog page designs for client.  
Brand Experience: Aviva Canada Insurance.

**SAPIENT INTERACTIVE,**  
Toronto, Canada  
JUL 2007 - FEB 2009

**Associate - User Interface Designer:** Website design and reskinning; production work; bi-lingual banners; poster design; photo retouching; work for a variety of client-facing, global brand-centric projects.  
Brand Experience: The Brick; Gaiam; INCO Mining; Independent Health; Kaplan; Lingo (VOIP); Oxford University Press; The Prudential; RBC; RIM; Rogers; Scotia Bank; Sprint; XO Communications.

**CRITICAL MASS,**  
Toronto, Canada  
JUL 2006 - JUN 2007

**User Interface Design:** Website design; E-mail design; photo retouching, on a variety of global brand-centric projects.  
Brand Experience: Citi Bank; Hyatt Hotels; Mercedes Benz (USA); QVC; Thankyou.com.

**Bournemouth University,**  
Bournemouth, UK  
SEPT 2002 - JUL 2005

**Marketing & Events Assistant:** working as an integral part of the International & Corporate Relations Department, challenged with driving student recruitment through: Marketing, Events Management (inc: open days and student talks), and PR.

**UNIVERSAL Television. London, UK**  
MAR 2001 - AUG 2002  
**Marketing Analyst**  
responsible for reviewing viewer statistics data and writing monthly business reports, for the company to help improve efficiency and alignment with viewer expectations and channel development.

**LEARNDIRECT. Bournemouth, UK**  
JUN 2000 - MAR 2001  
**Marketing Assistant**  
at Learndirect (a UK government on-line training initiative) working as part of a team, through PR, Events Management, and Marketing.

**Royal National Lifeboat Institution**  
SEPT 1998 - JUN 2000  
**Administration Support**  
Crew Training resource support to the RNLI's 223 national lifeboat stations, crew, instructors and RNLI Staff hierarchy up to Directorship.

## Education

**PG Certificate, New Media Design (Scholar).** Sheridan College, Ontario, Canada.

**BA Degree Media Production (2.i Hons).** Bournemouth University, UK.

**Higher National Diploma, Conservation Management (Merit).** Farnborough College of Technology, UK.