

Shem Booth-Spain

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Summary:

Young Professional with an excellent work ethic and strong background in Arts/Media. Experience in sales, marketing, design communications in the creative industry gained in professional and academic capacities. Key areas of expertise in the creative & educational industry include Sales, Marketing, Arts/Media.

Education:

2004-2005 **University of East London**

- MA Sonic Culture, Arts & Media in the Digital Age
 - Dissertation: Synesthesia and Cyberspace: virtual body, telematic senses.
 - Recording, sampling, editing, manipulating, sequencing and synthesising sound
 - Communications Technology & Media
 - Synesthesia, psychoacoustics, VR, AR
 - Research Methods (Humanities)
 - Digital Aesthetics & Cybernetic Culture
 - Human Computer Interaction

2001-2004 **Kent Institute of Art and Design**

- BA (Hons) Fine Art
 - Dissertation: Synesthesia and the Unification of Art.
 - Fine Art Theory of the visual arts
 - Drawing, Painting, Sculpture, Digital Media,
 - Sonic Art & Experimental Sound

1998-2001 **Canterbury College**

- GNVQ Advanced Art & Design -Distinction
- GNVQ Intermediate Art & Design -Distinction
- A-level -Art

1994-1998 **The Hereson School, Ramsgate**

- English, Maths, Science, Art, 3D Studies, Design Technology.
- 5 GCSE's

Work Experience

Sept 08 – to date **Admedia**

Client Direct Lead

Indoor & outdoor advertisers for the UK: selling, pitching and campaign planning national ad campaigns for pharma, gov, educational, charities & social sectors agency and client-side.

- Achieved campaign sales in excess of 223k in 12 months.
- Account managing, delivering national & regional ad campaigns
- Locating prospective clients and pitching proposals
- Presentation, consultation, negotiation and telephone selling

Dec 07 – Sept 08 **Sage Associates**

New Business Manager

Creative Agency based in Shoreditch, London. Exciting position developing new business and building relationships with new clients/accounts, media buying, pitching in ideas & concepts to advertiser organisations and senior level management. The role included managing campaign project delivery and working with the publishing & design team on production.

- Responsible for New Business acquisition. (BP, NHS, Addaction)
- Selling across markets such as Oil & Gas, Gov, Charities, Education, NHS
- Maximizing current accounts, identifying & expanding/upselling.
- Pitching the Creative PR, Events, Web/New Media on the advertising side of the business.

Jan 07 – Dec 07 **Academia**

Account Manager

Selling software to Schools, Colleges, Universities & Charities. The role involved telephone prospecting new clients and on-site sales meetings, pitching in software licensing & situational deployment in academic institutions. Clients included some of the top universities, charities & schools in the UK.

- Acc managed top 25 Universities in the UK
- Specialist area of Audio/Visual
- Exceeded sales of £100,000 consistently above 7k monthly target

Jul 06 – Dec 06 **Myriad Media**

Team Assistant/Office Junior

Work experience at Myriad Media on corporate media and communication solutions for various clients in the oil & gas sector. The role required print/production and marketing support, ground running, maintaining our website. Film & TV production.

Jun 04- Nov 05 **IOTA gallery**

Artist in Residence

Responsibilities range from dealing with clients, to planning, organising and presenting exhibitions. Because of this scope, the role required a combination of artistic awareness, teaching supervision, business acumen, interpersonal skills and practical abilities.

Qualifications & Skills:

Courses:

- Haymarket London - DIPIDA Sales Trained 2008
- Pareto Law - Advanced Selling: 2007
- Pareto Law - Professional Selling Skills: 2007
- Health and Safety Certificate: 2006
- SpeakEZ - Seminar, Conference & public speaking training: 2006
- Media Management & Relations: 2005
- IPR Entrepreneurship programme: 2005
- Business Management: 2002

IT Skills:

- Full Microsoft Office Suite, Word, Excel, PowerPoint, E-mail.
- Sales Force, Phoenix, Maximizer CRM software.
- Adobe Design Products (PhotoShop, Illustrator)
- Audio Engineering (Cubase, Sibelius, Logic, Reason)
- Audio/Visual skills, (Premier, After-effects) sound design & remixing.
- Website design, Basic HTML, Dreamweaver

Interests:

Enjoy socialising out with friends, performing music, going to conferences, live music/festivals, Holidays away and swimming at the gym. Passionate research interest in arts/media, science and technology.

References:

Mark Clements BSc PGCE

University of Greenwich

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