



David Gillis

MARKETING MANAGER

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RESUME SUMMARY

Dedicated marketing manager with over 10 years of experience in the lighting and electronics industry. Proficient in delivering diverse creative projects, including global advertising, POP and POS fulfilment, exhibition and event design, sales support materials, training webinars, showrooms, and merchandising strategies. Demonstrated success in managing product launch campaigns to enhance brand awareness and market share.

CORE SKILLS

- Proactive
- Organised and detail-oriented
- Strong written and verbal communication
- Analytical thinker
- Approachable and calm under pressure

EXPERIENCE

Creative Lead / Marketing Manager

Aurora Lighting | May 2011 – Present

- Integral member of a small team serving 6 hubs across 50+ countries
- Spearheaded expansion of in-store presence in a network of 650+ national wholesalers
- Managed cross-channel campaigns reaching 138,500 subscribers in leading trade and architectural publications
- Led the design, production and implementation of thousands of POS units annually
- Developed graphics standards for use across 10 brands
- Improved internal visibility of marketing materials and processes
- Collaborated with national buying groups and international partners
- Produced custom collateral for product launches and industry events

KEY ACHIEVEMENTS

- Planned and managed strategic global initiatives
- Provided creative leadership and graphical support internally & externally
- Oversaw all aspects of each brand through the supply chain
- Liaised with manufacturers and suppliers to ensure fulfilment on time and to budget



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EXPERIENCE (Continued)

Graphic Designer

Archant Herts & Cambs | March 2002 – March 2011

- Created effective display advertisements and marketing materials for regional magazines and newspapers
- Collaborated with editorial and sales teams to enhance existing products and bring new ones to market
- Rebranded key titles within the portfolio to boost reader interest and sales
- Supported marketing teams across sites with print and digital assets
- Maintained strong working relationships with internal departments, advertising centres and external agencies

EDUCATION

B/TEC National Diploma, Graphic Design

Haverling Technical College of Further & Higher Education | 1990 - 1992

A-Level & GCSE Examinations

Brittons School & Sixth Form | 1983 – 1990

- Art & Design
- English Literature
- English Language
- Mathematics
- History
- Science
- Geology

REFERENCES

References are available upon request.