

# TAJINDER SINGH SAGAR



## ABOUT ME

A creative, self-motivated, pro-active and infinitely problem solving personality, with great leadership, technically skilled hands-on while maintaining a broad knowledge and versatility of management across design, marketing, project management and business development, who gets his satisfaction from seeing objectives complete on time, receiving excellent feedback from satisfied customers and achieving results.

*"I like to makes things happen!"* – [www.darkcloud.co.uk](http://www.darkcloud.co.uk)

## KEY KNOWLEDGE & EXPERIENCE

Account management, project management, marketing management, strategic planning, art direction, creative direction, website strategy/design/development management, publishing management, business management, specialist consultant experience...

## EDUCATION

- 2006 – 2008: Open University **Diploma in Design & Innovation**  
2003 – 2004: Staffordshire **University Single Year in Accountancy**  
2001 – 2003: Havering Sixth Form **AS-Level Computing, AS-Level Further Maths, AS-Level Applied, Mathematics, AS-Level Electronics, A-Level Maths, A-Level Electronics**  
1996 – 2001: Mayfield High School **GCSE Maths (A), Double Science (A), Double English (C), Music (B) Information Studies (C), Punjabi (C), Religious Studies (D), Graphic Products (D)**

## WORK EXPERIENCE

**2012** **Simplico Ltd**  
**Role** Managing Director/Contractor  
**Company** Design, Media & Marketing & Consultation

Freelancing & contracting under Simplicio Ltd. I am currently contracted with Grab My Deal as Project Manager/Business Developer & Marketing Director until 31<sup>st</sup> January 2012, I am managing an accounts team within the UK and a development team in India while providing online marketing, creative and design production/direction for anything not already covered by these teams.

**2011** **Tellapliant Ltd**  
**Role** Project Strategist / Graphic Designer / Email Marketing Manager  
**Company** Leading VOIP/Telecommunications provider.

Much respect across the online marketing, telemarketing & web design/development departments was gained very quickly as a colleague who had a goal and was aiming in the right direction, with great appraisal from both the managing director and other work colleagues I setup plans and procedures for the following 6-12 months on how to market to their consumer base followed by a multiphase email marketing campaign just before the Christmas Holiday period to further increase sales.

**Biggest achievement** Setting up a project procedure and running a multiphase email marketing campaign to increase sales

**2010** **Easigrass Ltd**  
**Role** Marketing Manager / Business development / Designer / Developer  
**Company** Leading retailer/artificial grass company within London

Easigrass Ltd approached me wanting to setup a marketing department to further increase their market presence, PR and sales. I quickly upgraded IT equipment, servers and sales workflows, created a summer campaign and synchronised artwork and delivery for exhibitions, in-store stands, brochures, events and adverts for multiple magazines while also undertaking an overhaul from the current 10 page website to a 200 page interactive and exciting online presence including the management of photography and videography and a community sub site/system (Wordpress) to accompany the main website.

When performing these tasks I was also able to handle brand management, product fulfilment operations, artwork management, IT management and everything else I thought would be in the best interests of the company, while taking back excellent customer feedback and gaining great appraisals provided high motivation within the role.

**Biggest achievement** [www.easigrass.com](http://www.easigrass.com) (Main website)

**2009** **Investment Times Magazine**  
**Role** Project Manager / Executive / Designer / Developer  
**Company** Magazine publisher covering the business & financial sector in London.

The publisher had been trying to put a magazine together for 6 months and multiple designers had been tried and tested, but no one was able to produce a selling product... Within 2 months I put together a sustainable template outline and brand for the magazine, design and developed 2 magazines ready for printing for different international markets (Africa and UK), meanwhile designing and developing a Joomla (CMS) website for the magazine's online presence. This was followed by management of 2 design staff and day to day planning and liaison with clients, copywriters, advertisers and the marketing department to interpolate everything into a sellable product.

**Biggest achievement** [www.investment-times-magazine.com](http://www.investment-times-magazine.com) (the new magazine)

**2008** **Kellaghan Design**  
**Role** Web Designer / Developer / Specialist Consultant  
**Company** Design firm based within London.

My detailed knowledge of web technologies and development strategies have Kellaghan design as not only a designer and developer but also as a web consultant on how to implement websites, from design and layout to clean and accessible code and adopting the right web technologies. All developed websites have received excellent feedback for both the company and my own efforts working closely with Kellaghan Design's client base I have also provided support, tutorials and managed resources to be spread across the projects.

**Biggest achievement** [www.swlp.co.uk](http://www.swlp.co.uk) (very satisfied clients)

**2007** **Aretrade**  
**Role** Web Designer / Graphic Designer  
**Company** Web design and development company within London

Part of a small but integrated team I have been tested by management across web design, email campaigns, profile/logo design, large website maintenance. I was commended for the speed at which I completed all my tasks, how complex briefs were interpreted into finished work where some colleagues were failing to understand what was required, my ideas for a new folder structure was implemented within the organisation and all my designs were 'sold' successfully impressing both management and the CEO's.

**Biggest achievement** Sold every design I created!

**2001 – 2006:** **www.desired-designuk.com** (Freelance-Many examples of sold designs across Branding, Print Design, Graphic Design/Web Designer/Developer and more...)  
**Index/Littlewoods Ltd** (General Assistant), **Construction** (Brick Layer), **Decorating** (Painting and Finishing), **Music Studio** (Assistant Producer/Technician), **Jewellers** (Sales Assistant), **Instrumental Band** (Pianist), **Restaurant** (Bartender).

## SKILLS <

Programming Languages: XHTML, CSS 2, Action Scripting 2.0  
Design/Layout: Photoshop, Illustrator, Indesign, Fireworks  
Website Development: Dreamweaver, Flash, Drupal, Wordpress, Joomla, Magento  
Video/Movie: AfterEffects, Premiere, Multiple Video converts  
3D: 3DsMax, Cinema4D, AutoCAD, Maya  
Music: Cubase, WaveLab, Halion, Adobe Audition & Soundbooth  
OS: 95/98/2000/2003/XP/Vista/Windows 7 (Windows), TigerX (Mac)  
General Software: MS Office 2007 suite (Access, Excel, Word, Power Point, Visio, Accounting), Adobe LiveCycle, Plesk, cPanel, WHM  
Computer Networking: Wireless and wired networks, secure data storage and data security.

## REFEREES <

Available on request.