

Alistair Nicholas Bancroft

MSc. Management & Marketing (Merit 2008)
BA. (Hons). Computer Animation (Upper-second class degree 2007)

Personal Information

Date of Birth: 10/02/1986 (24 years of age)

Contact details

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Address: 12 Worden Brook Close
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Education

Postgraduate Degree
Manchester Metropolitan Business School
MSc Management & Marketing (ft)

Dissertation Title: **Harnessing the Power of Social Networking: Online 'Viral' Marketing**

Graduated with a **Merit** in 2008

[Additional: Highest mark in class obtained in both Information Systems in Organisations and Strategic Management; Six distinction, four merit and two pass grades]

Undergraduate Degree
University of Teesside
BA (Hons) Computer Animation

Graduated with an **Upper-Second** class Degree in 2007 (**2:1**)

A-Levels
Ballakermeen High School, Isle of Man
360 UCAS Points

[Additional: Year 12 and 13 Finalist at Singers and Friedlander Island Art Competition; Year 13 Won Percy Award for Design]

GCSE
Ballakermeen High School, Isle of Man
12 GCSEs

[Additional: Science dual award; French taken a year early; Won Island photography competition; Won Island Annual Tynwald fine art competition; Four A-star, two A, four B, and four C grades]

Experience

<p>September 2008 - present Ainsworth & Parkinson Digital Media Art Director</p>	<p>Working in the Digital department in this multi disciplined marketing communications agency responsible for all digital and online aspects of work undertaken. Analysis of client's internal and external marketing status to developing website architectures and solutions front and back end; development of bespoke in-house CMS. Building Xhtml/CSS compliant websites from design through to development. Specialising in build for SEO; using margins and positioning to alter the display of the websites code. Working closely with clients and account managers in an accurate and professional manner, using good communication skills and background knowledge. Responsible for analytical data management and analysis.</p>
<p>Summer 2007 Solus Strategic Work Experience</p>	<p>In June 2007 I undertook two weeks' of work experience at Solus Strategic under the guidance of Alistair Audlsey (Managing Director). In this time I grasped a clearer understanding of the vast importance of marketing in the area of management, and in particular an in-depth insight into the specialist area of marketing communication.</p>
<p>Summer 2007 Barclays Bank Accounts Management</p>	<p>Working as an Accounts Manager responsible for the closing of accounts, in response to requests from the customer. Assisting customers via the telephone, e-mail, fax and other technologies providing quality answers and status updates in a timely manner.</p>
<p>Summer 2006 Cayman National Bank Trust and Company Administrator</p>	<p>Working as a Trust and Company Administrator responsible for data inputting, liaising with clients and general office duties. This developed my skills in dealing with business customers, liaising over the telephone and in person, and in working accurately under pressure. Solely responsible for creating and manipulating a safe custody database to improve, thus secure the way safe custody files were entered and removed from the Safe.</p>
<p>Summer 2005 Fort Island Hotel Complex Accountants Assistant</p>	<p>The job required me to use my background knowledge and understanding to pick up the use of Sage Line 50 quickly and build up systems for both running of the Castletown Golf Links Hotel and The Macrie Hotel. Including invoicing, receipts, payment, bank reconciliation, etc. Working to a busy schedule undertook several positions including inputting, filing, processing invoices, and agreeing payments.</p>
<p>Summers 2001, 2002 and 2003 Premier Print CAD Designer</p>	<p>Undertook several projects within the Design department, involving working directly with customers, the Isle of Man government, and meeting tight deadlines. Working towards design briefs set by the customer, offering my own personal knowledge and experience to make sure the customer got the best end product.</p>

<p>Additional Skills</p>

Proficiency in mainstream software:	(E.g. Windows, Linux, Latest Microsoft Office/Works, Unix)
Proficiency in specialist software:	(Incl. Adobe Creative Suite, Softimage XSI 5.1, Quark Express, Sage Line 50)
Touch typing at 75+ Words per minute	(As of 2009)
Clean full driving license since the age of 16	Own transport

<p>Additional Activities</p> <p>I have developed a keen interest in art and design in a variety of mediums; chiefly modern design and illustrations. As a creative outlet I have been developing websites in my own time. Currently I manage a number of domains and websites for both clients and my own interests. My websites have developed from experiments in marketing and advertising to moderate hands free businesses.</p> <p>In my spare time I also enjoy keeping active undertaking a variety of sports, not least football, squash and a recent interest in tennis. These activities are an important part of my life in further developing my capabilities and continually challenging my-self.</p>
<p>Charity Activity</p> <p>TransConflict Serbia/UK division – Trustee – Secretary officer. Responsible for various secretarial roles, of which include bi-yearly meetings, minute taking, filling statutory returns, bank signatory.</p>
<p>Referees</p> <p>References are available on request.</p>