

SIMON MCCABE

ART DIRECTOR / VIDEOGRAPHER / SENIOR CREATIVE PRODUCER

PROFILE

I am a proactive, hands-on and innovative art director with over 20 years' experience of successfully marketing and growing businesses through creative design. Based in Essex, UK, I am pursuing a new in-house role within the outdoor, leisure or angling sector. I am seeking to combine my experience of the outdoor living sector, my talent for photography and videography plus my established reputation as an award-winning art director. I have established a strong brand as an angling and outdoors vlogger alongside my current role as Head of Design within corporate finance. I have developed my design capabilities within a range of environments including working in-house with outdoor living brand RidgeMonkey, running my own full-service creative agency and being employed within a large London agency. I demonstrably bring imagination, rigour and technical expertise to each of my creative endeavours.



EXPERIENCE

Vlogging

2019 – present / www.youtube.com/c/simonmccabe

Vlogger focused on angling, the outdoors and the wild.

Producing regular creative content from international on-location films and direct-to-camera diaries to product and location reviews.

Notable achievements:

- Growing a **channel** to 10k subscribers in a niche market within a year, with over 200k video views.
- Utilising my full skillset to plan and create video compositions from concept and research through to delivery and analysis. Includes camerawork, scriptwriting, voiceover and editing.
- Creating a cohesive brand across multiple platforms, including YouTube and Instagram.
- Successfully building a highly engaged audience by delivering bold, creative concepts with a consistently market-focused and content-centric approach.
- Using commercial expertise to build positive brand partnerships with Sonik Sports, Snugpak, Viking Optical, Mainline Baits, Carplounge and Savage Gear.

Vlog highlights

Fresh, new story-lead features

Collaboration with leading figures in the angling industry

On-going plans for future episodes and features

Individual campaign support via social and paid channels

Inspiring feedback from audience and leading industry figures

CONTACT

✉ simonmccabe@me.com

☎ 07971257315

📍 39 Kings Acre, Coggeshall,
Essex, CO6 1NY

💡 simonmccabe.co.uk

🌐 [Simon J McCabe](#)

📷 [@simonjmccabe](#)

📺 [Simon McCabe](#)

SKILLS

Art direction

Audio mixing and recording

Brand design

Campaign direction

Concept design

Graphic design

Photography

Scripting

Shoot planning

Social media management

Storyboarding

UX and UI design

Videography

Video editing

Vlogging

Voiceover

Website design

EMPLOYMENT

Head of Design, Selectapension Ltd / Perseus Group

Jan 2019 - present / Crowborough, East Sussex

- Hired to focus the marketing team towards the sale of the business, which we achieved profitably in January 2020. Remit is now to continue a cohesive creative marketing strategy henceforth.
- Confidently directing all brand exposure and asset deployment, introducing long-term social media and video strategies to generate audience engagement and sales.
- Successfully redesigning software including UX, UI, and implementation, working closely with the development team to update all interactive elements and journeys.
- Creating engaging video content for overall brand mission, software sales ads, corporate literature and training.

Creative Director, RidgeMonkey

Jan 2017 - 2019 / Pleshy, Essex

- Working at board level to successfully develop and lead the strategic creative vision of this angling and outdoor living brand through rapid growth.
- Delivering innovative design and social media content across all projects in preparation for international rollout.
- Effectively managing and collaborating with a team of creatives and developers, providing inspiring mentorship and training and consistently upholding brand values.
- Managing and designing websites and digital marketing solutions, including UX, HTML, CSS and CMS integration.
- Creating engaging video content for overall brand mission, software sales ads, corporate literature and training.

Founder and Creative Director, Skyblue Creations Ltd

2002 - 2017 / Coggeshall, Essex

- Leading a creative agency offering a full marketing service to SMEs, government organisations and large corporates.
- Successfully managing a team of developers and designers across 80+ active national and international accounts.
- Working effectively with clients to analyse their requirements and deliver bespoke marketing strategies through brand management and creative projects.
- Becoming renowned and receiving awards for creating tailored design concepts and products to resonate with target audiences.
- Portfolio: *RidgeMonkey, DP World London Gateway, Chelmsford City Council, Reebok, MARS, Greenfields Community Housing, London Golf Club, Abrams & Chronicle Publishing, Sonik Sports, DIA Group, Trevoze Golf & Country Club, The Knight Group, 3Style, The Green Apron, Montessori School, SportSafe, local Conservative MP.*

Senior Designer, Mercator / Syntecor

2000 – 2002 / Drury Lane, London

- Delivering campaign materials for international blue-chip clients, including print collateral, Flash animations, software interfaces and interactive demos.
- Portfolio: *PGA Masters Tour, Tottenham Hotspur FC, Asian Games, Harbour Club Milan, The Falls Golf (Canada), Konami.*

EXPERTISE

Adobe Creative Suite

FCPX

HTML & CSS

Microsoft 365

Salesforce/Pardot

Trello

UK driving licence

Windows & Mac OS

AWARDS

Essex Digital Awards 2017

People's Choice (Gold)

Tourism & Hospitality (Gold)

Best Small Business (Silver)

Lifestyle & Culture (Bronze)

Essex Digital Awards 2016

Best Small Business (Silver)

Essex Digital Awards 2015

Overall Best Website (Gold)

KEY SKILLS

Demonstrable **hands-on** approach

Full-lifecycle **creative production** skills

Team **management** and staff **mentorship**

Strong **business acumen**

Proven aptitude for creating **content which engages, sells and inspires**

INTERESTS

Illustrating, drawing and painting

Recording **music** (piano/software)

Fishing, birds and nature

Travelling the world to achieve my goals

EDUCATION

BTEC in Graphic Design

Kingsway College, London

GCSEs inc. Graphics, Art, Music, English & Physical Education

Honywood School, Coggeshall, Essex