

Personal Profile

- I'm an experienced SME business owner and brand marketing consultant who has worked with many international brands and progressive regional companies, sporting NGB's, IHP/HP centres and clubs.
- I add creative, media-neutral thinking to my marketing strategies and activation of experiential, event, digital, social and print media projects.
- I have a confident, proactive and relaxed management style that aims to inspire, nurture and develop the highest professional standards from my team.
- I'm as comfortable managing the operational and commercial needs of an organisation as I am working directly with market-leading brand owners and their teams to plan and deliver award-winning, innovative multi-channel marketing solutions.
- I have developed a range of useful business intelligence and analytical skills which I use to gain a thorough understanding of my client's organisation, their brands (whatever the level), market positioning, audiences and how they engage with their customers. These insights underpin all aspects of our marketing and creative process, ensuring my team delivers on-brand solutions for anything produced.
- Highly driven and passionate about all the projects I am involved with, I always aim to exceed expectations wherever, and whenever possible.

Professional Experience

Jan 2020 - Present: Project Consultancy for ABC Hockey Club, Harbour Region, NZ

- Strategic mapping for a new fully commercialised website and overhauled club communications strategy.
- Creative rebranding and positioning, and full production of the website, associated graphics and social media posts.
- Mentoring and training of volunteers for day-to-day blogs, club news and targeted social media content.
- Commercial engagement strategy to prospect and engage with potential club partners/wider business community.
- Production of both on/offline supporting brand marketing collateral.
- Strategic mapping, targeting and management of a new 'VIP lounge' on LinkedIn to raise awareness of the 'Business of Hockey' under #abchockeyrevolution (expanding on the 2016-20 FIH rebranding and repositioning of the sport).
- Database creation, management and campaign reporting using Google Analytics.

Oct 2019: Project Consultancy for the CEO of Hockey NZ.

- Created a strategic 'road-map' document on how to better promote and improve the overall fan experience for the NZ hosted round of the FIH International Pro League Series 2020.

Oct 2018 - Sept 2019 (fixed-term contract): Club Development Manager (Lawn Bowls).

- A new initiative by Auckland Bowls to re-energise Auckland's leading clubs. My role was to unite the space between regional governance, the club and their grass-roots players. And to find new ways to increase participation by creating a new junior development programme called the Pt Chev Parrots (4-18yo's).

Sept 2015 (arrival in NZ) – Oct 18: Sports Coach/Career Break

- Volunteered in my local community as a Hockey Coach at both a junior and senior level.
- Supported my family to become established and confident in our new country and home.
- Consultancy/studio services for a few of my old UK based clients.

Jan 2015 - Aug 2015: Brand Marketing/Commercial Consultancy

Team Bath | MCTA Tennis Academy

- Developed a 'Participation & Talent iD Pathway' with the University of Bath | MCTA Tennis Academy to identify and nurture talented players across southern England. Players ranged from primary school aged children to full professionals playing on the ATP and WTA international tours.
- Consulted on 'Getting Fit for Investment'.
- Gathered insights from regional coaches, clubs and funding streams to qualify the programme.
- Actively prospected for commercial partners and funders.

March 2007 – Oct 2013: Promoter/Marketing Consultant/PR & Media Relations

AEGON GB Pro-Series Barnstaple (working closely with the ITF and British Tennis/LTA)

- The UK's (then) highest-ranked women's indoor hard-court professional tennis tournament (2007-2013).
- Won a North Devon+ business award in the 'Best Community Project' category.

Feb 2006 – Oct 2015: Business Partner

Tarka Tennis Centre, Barnstaple

- Provided commercial and marketing support, for Team Tarka's local participation and high-performance programmes as a part of my company's 'giving back to our community' initiative.

Dec 1999 - Aug 2015: Managing Director/Brand Marketing Consultant

Colin Gibbs Solutions (Southern England)

- Project values ranged from regular artwork production for GB£200-£300, up to fully integrated brand marketing campaigns between GB£25K and GB£150K.

Aug 1996 - Nov 1999: Group Executive Design Director

Scott Edgar Group Plc (London, UK).

- A sizable national agency that had an overall annual turnover of GB£23M.
- Directly responsible for GB£1M+ of Branding projects and a team of 8 creatives, 10 production and 3 admin staff.

Volunteering, personal leadership and interests outside of the workplace

- I have played sport at Club level in Hockey, Tennis, Squash, Rugby, Football, Cricket and Golf.
- I represented Harbour Hockey at the NZ National Masters Hockey Tournament, 2017/18 season.
- Club Coach at Women's Premier 3 grade in the Harbour Hockey winter club league, 2019/20.
- Winning a P3 Championship title in 2020
- Team manager for the 'Decoy Ducks'. A P3 'social' mixed team in Harbour Hockey's summer 9's league 2019.
- Club Coach at Women's D1 grade in the Harbour Hockey winter club league, 2018.
- Club Coach at Youth grade in the Harbour Hockey summer youth league, 2017.
- Captained two senior UK men's Hockey league teams.
- Managed/captained a 'social' mixed hockey touring side for 10 years. We played friendly club matches and toured at festivals in the UK and Holland.
- Volunteer at Truro Junior Hockey Club (UK) 2013-2015, with the following responsibilities
 - Committee member for Press & Media: I wrote and distributed weekly news/match reports, and developed good regional media relations for club/player exposure.
 - Team manager/coach for the u14/16 girl's squads in the England Hockey, West of England (high-performance) league, and local Cornwall and Devon (participation) leagues and tournaments.
 - Completed the England Hockey 'Safeguarding & Protecting Young People in Hockey' course.
 - Holder of a UK DBS and NZ Coaching Certificate to work with children as a sports coach.
 - Wrote the club's 'Social Media Usage Policy' for compliance with England Hockey club accreditation and managed the club's Facebook content.
 - Sourced high-performance playing kit to motivate and inspire the senior section players.
- Tennis player/fan and past organiser of a 20 strong, dad's weekly Tennis ladder competition.
- Amateur historian and recent convert to 'Deep Time Thinking' (a mix of science and arts thinking to bring a new perspective to who we are, how we got here, what we've done and our legacy and impact on our planet's future).
- I enjoy travelling to expand my knowledge, understanding of new people, places and cultures.

Education

- Higher National Diploma - Graphic Design, Advertising, Photography, Film and TV.
Croydon College of Art & Design (London).
- National Diploma/Foundation - General Art & Design.
Amersham College of Art & Design (Buckinghamshire).
- O' Levels - Oxford & Cambridge Board
Merchant Taylors' School, Northwood (Hertfordshire).

Contacts



189 Wright Road, Albany, Auckland, 0794. New Zealand



UK Passport holder with full 'Permanent Residency' status to live and work in NZ



iPhone: +64 (0)21 530987



eMail: colin@cg-s.co.nz



[My LinkedIn profile](#)