

**JOE ADAM FRY**

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Nationality: British

DOB: 07.09.1985

EDUCATION**GCSEs**

Completed at Arthur Mellows Village College, Glinton, Cambridgeshire, 1999-2001

Art	A*	German	A
Business Studies	A*	Graphics	A
English Language	A	Mathematics	B
English Literature	A*	Religious Studies	A*
Geography	A*	Science (Double Award)	BB

NB: Accelerated one year from Year 9 to Year 10, October 1999, hence studies completed one academic year early

A-LEVELS

Completed at Arthur Mellows Village College, Glinton, Cambridgeshire, 2001-2003

Art	A	Geography	A
Business Studies	A	Media Studies	A

UNDERGRADUATE UNIVERSITY STUDIESCompleted Studies for Advertising and Marketing BA at Lancaster University with a 1st Class Honours, 2003-2006.**Part I**

Marketing	IT and Communication Theory
Psychology	

Part II

Marketing Research	Small Business Management
Consumer Behaviour	Entrepreneurship
Advertising Management and Theory	Direct Marketing Theory

Part III

Advertising Research - Client Research Project with Motorola and FCBI
 Strategic Marketing
 The Linguistics and Language of Advertising
 Advertising Planning – using Adstrat® Advertising Planning Simulation Software
 New Venture Planning – Small Business Start up simulation with Barclays bank

1st class degree awarded

POSTGRADUATE STUDIES

Completed postgraduate MRes. degree scheme alongside the Advanced Marketing Management MSc. at Lancaster University. Work completed includes 'Live' projects with Microsoft and their partners; an IMC consultancy project with Trinity Mirror, Liverpool; and work alongside a local advertising agency with regard to their pricing strategy and explorations of the agency – client relationship.

My dissertation acts as a research proposal for further PhD. study, focussing on creative interpretation within advertising agencies, and its impact on the advertising agency – client relationship in a B2B context.

WORK EXPERIENCE

Furniture Salesman at Harveys Plc. (February 2000 - November 2001)

Whilst studying for my GCSEs and A levels I worked as a bed and furniture salesperson at Harveys Furniture store. Although I only worked weekends I established myself as the leading bed salesperson, working in a team on a commission basis. Duties included primarily working with customers on a one to one basis, following the process through identifying consumer needs, selling our products, invoicing, payment, ordering and liaising with suppliers. Additional tasks included store arrangement and layout, and playing an important part in store advertising and marketing, particularly promotional and point-of-sale design and strategy. Considering my somewhat limited position in the company, I worked hard to become involved in as many aspects of the business as possible, particularly with regard to marketing functions. I left only due to commitment to my studies.

Teaching Assistant at Explore Learning (February 2002 -)

As a teaching assistant at Explore Learning I was required to use computers with specific programmes designed to teach English, Maths and problem solving skills to children between the ages of 4 and 16. Additional to this was teaching the children to play educational games – both on and off computers, teach basic internet skills, and encourage social development skills through group activities. I was in charge of a team of four teaching assistants, and delegated responsibilities amongst the group. A particularly challenging aspect of this job was working with a majority of children who were disadvantaged or had learning difficulties.

Market Research Assistant at Teleconomy (September 2004 – May 2005)

This job was taken primarily to fund my activities at university. However, the role accompanied my studies well; I was involved in primary market research over both the phone and internet, market data analysis, and liaising with companies such as Sky, Saab and Coors Brewers with regard to market research data and specifications. Experience also included basis use of SPSS data analysis software.

Market Research Assistant at Channel Strategy (August 2005)

Similar role as in previous work at Teleconomy, however, the scope of opportunity for extra work was extremely limited. Worked as part of a research 'team' to meet targets – valuable experience gained in group dynamics working towards a common goal, whilst receiving individual commission.

Bar Assistant at Grizedale Bar, Lancaster University (September 2006 -)

Typical bar work duties, with an added bonus of working within the college alongside fellow college members, liaising with other students and staff members.

OTHER ACTIVITIES

Publicity Officer Grizedale JCR 2004

A brief spell as Publicity Officer for Grizedale College was enough time to set up, design and produce the Grizedale JCR website, and be involved in the promotion of college activities through word of mouth, print and internet media. Work also involved acting as a member of a team, liaising with both college staff and other JCR members to set up weekly events. My position was, however, cut short due to other commitments.



“jfd”: Freelance Advertising and Marketing Design Company (www.joefrydesign.com)

Alongside my studies at University, I have offered a small personal service as an advertising and marketing design company. Over approximately 3 years, I have developed a portfolio including projects such as;

2004	'Peterborough Carpets' Advertising Series
2005	Exterior design work for 'Christ the Carpenter Church', Peterborough
2005	Outsourced supplier of advertising and design production for Grizedale College
2005	Advertising and logo design work for 'SLSB' (Society of Luxembourgesse Students in Britain)
2005 – 7	Outsourced supplier of advertising and design production for 'LUSU' Lancaster University Student Union
2006	Advertising Research for FCBi and Motorola
2006	Advertising Design and Viral Marketing concept development for FCBi and Motorola
2006	Campaign Manager for successful Lancaster SU General Secretary Elect Graeme Poulton
2006	Design work for 'The Vine Trust', a charity organisation based in Walsall
2006	Design work for 'Automotive Tools and Supplies', a firm based in Burnley
2007	Several design projects for Lancaster Students' Union

The portfolio is augmented by design work for Grizedale JCR, University courses, and personal projects, and is available at www.joefrydesign.com

FURTHER INTERESTS

Music

Music is, essentially, my passion in life. I enjoy listening to music, live concerts, and particularly playing musical instruments – both alone and with others. I am a relatively well-accomplished piano, guitar and bass player, but with a passion and greater ability for playing the drums. I have been part of several successful bands, and currently am involved in a locally well-reputed band that regularly play bars and events in Lancaster, Leeds and the surrounding area.

IT

My interests in IT are primarily founded in digital image editing, digital photography, movie and film production, digital music production and web design. I am fluent in Apple Macintosh OS, including software such as Microsoft Office, Adobe Photoshop, Adobe Illustrator, 3D-MAX, Adobe InDesign, Adobe ImageReady, GarageBand and iMovie.

Art and Graphic Design

Art is another hobby of mine, and a massive influence on my work. Primary interest is in Art theory and the history of art, as well as producing my own pieces that have been both sold and exhibited in the past.

Sport

As I have grown older, sport has played a smaller and smaller part in my life – as a teenager I played at Northampton Town School of Excellence U-16s from 1996 – 1998 but was forced to leave due to relocating. However, I still enjoy playing football at university, as well as a keen interest in downhill mountain biking, rollerskating, basketball, squash and table tennis.