

Michael McCall

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Marketing & Promotion

✉ mike@tabb.cc

I've been in a management role at Tabb for over four years, leading the business' marketing along with talent and partner outreach. Through Tabb, FishPunch & Base Sixteen, I've hired and managed media production teams for video, photography and graphic design.

Skills

- Excellent communication & interpersonal skills.
- Proven track record of generating leads, building relationships & closing deals.
- High computer, software and web literacy.
- Wide range of experience in media production, such as, photography, video production, editing and graphic design.
- Skilled in digital marketing, SEO and copywriting.

Education

Business Enterprise Programme -

Prince's Trust, 2022

Completed a 12-month business development programme alongside other creative industry startups to further develop business management skills.

UAL Extended Diploma Film &

Television - Exeter College, 2017

University of Arts London Extended Diploma, Creative Media Production, Film & Television.

GCSEs - St Cuthbert Mayne School, 2015

Achieved numerous GCSEs, including: *Mathematics, English Language, English Literature, Business Studies, Media Studies, Computer Science, etc.*

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■ Business Development Manager

Bristol, South West - Aug 2021 - Present

Part of the core leadership team at Tabb, a creative portfolio and team forming platform. I'm currently focusing on talent and partner management.

■ Community Manager

Bristol, South West - May 2019 - Aug 2021

Led client and partner outreach efforts. Inc. events, digital & physical marketing. Directly increasing the overall membership of the platform in the South West.

■ Event Coordinator

Bath, Somerset - Oct 2018 - May 2019

Arranged and led member events, talent and client outreach. Social media management, business communications and copywriting.

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■ Ad Management & SEO Optimisation - DHP Family Ltd

(Freelance) **Bristol, South West** - Sep 2022 - Mar 2023

Updated & optimised existing content and event listings to work more effectively with modern search engine policy. Worked with staff to improve their current ad management and conversion statistics.

FISHPUNCH

■ Creative Producer - FishPunch Ltd *(Freelance)*

Kingswood, South Glos - Aug 2021 - Present

Client outreach and project management for creative production and design agency. Managed talent and curated freelance talent pool.

■ Sales & Client Management - Base Sixteen Studios

Bristol, South West - Sep 2018 - Feb 2020

Pursued and managed clients for a growing video production agency. Copywriting for communications and digital marketing.

■ Brand Development & Partner Outreach - Yeti Delivery

Torquay, Devon - July 2017 - June 2018

Designed brand identity from business launch. Supplied a continuous stream of design materials for customer and partner outreach.

■ Telesales Representative - Sunny Solar Ltd

Torquay, Devon - Feb 2015 - Sep 2016

Customer outreach for solar panel installation company Sunny Solar. Including direct outreach, e.g: Cold Calling, Flyering, Door-to-Door Sales.