

CURRICULUM VITAE



Mr ROSE Vincent Robert

Basic Information

17th of April 1980
469 Morc Terre d' Albion, Albion - Mauritius

Career History

Senior Multimedia Designer

2007 - 2015 | MCB GROUP | Banking and Financial services

Project Manager

2006 - 2007 | FRCI E-SERVICES | Internet and Mobile

Web & Multimedia Designer

2003 - 2006 | BEACHCOMBER HOTELS | Hospitality & Tourism

Education

2 years MBA - General

2012 - 2013 | University of Technology, Mauritius

3 years Diploma

in Visual Communication - Multimedia

2000 - 2002 | AAA School of advertising - South Africa

1 year Diploma

in Marketing Communication

2002 International Advertising Association (IAA)
| AAA School of advertising - South Africa

7 years Secondary Education

1992 - 1998 College du St Mary's

With a creative and technical background, I have been since the last 10 years evolving as a specialist of the digital solutions with varied competences and duties. I had the opportunity to launch of number of innovative tools and marketing campaigns for the various organisations I have been employed and as a Freelance Consultant.

My main focus today is to bring some innovative and fresh Marketing, Branding and Communication strategies to small and medium organisations in view of contributing to the organisation's profitability, customer experience and enhance ultimately the brand equity.

More information on
[linkedin.com](https://www.linkedin.com) and [behance.net](https://www.behance.net)

CONTACT INFORMATION

Mobile: +230 5727 5005
vincent_rose@hotmail.com
vincentdesigns@gmail.com

WORK EXPERIENCE

Senior Multimedia Designer

2007 - Now | MCB GROUP - The Mauritius Commercial Bank

- Elaborate Digital MARCOM Strategies and Action plan with Marketing Executives & LOB.
- Assist Communication Managers in Conception of Advertising Campaign produced internally.
- Participate as a product development team member on high importance digital projects.
- Direct and validate Digital MARCOM conceptions with external agencies.
- Establish contact with digital agencies both locally and internationally
- Evaluate service providers for online advertising and production of artwork / applications.
- Lead a team of web designer and web admins, collaborate with content manager and followup with programming for production the Group websites.
- Conceive Information architecture, User experience, and graphical interfaces for websites
- Establish brand guidelines for repeated digital conceptions - web banners, emailings, microsites.
- Manage projects and advertising campaigns spread on multiple digital channels.
- Produce artworks, animations, client side scripting, optimise websites and perform quality testing.
- Coaching for coding development and training on WCMS.
- Develop processes to ensure quality and consistency.

Project Manager & Senior Designer

2006 – 2007 | FRCI E-SERVICES | Internet and Mobile

- Analyse clients needs in frontline and interface with the studio.
- Develop information Architecture, wireframes, and graphical conceptions on agile methodology.
- Prepare timeplan & deliverables with consultation of the team
- Perform Graphical optimisation and part client side scripting, Flash scripting and animation.
- Set up emailing campaigns and online advert conceptions
- Lead team and project to ensure delivery ontime.
- Perform Search engine optimisation to existing website and analytics reporting

Web & Multimedia Designer

2003 – 2006 | BEACHCOMBER HOTELS | Hospitality & Tourism

- Interact with Marketing manager and Studio Executives to define project requirements
- Define structure, Information Architecture and User experience.
- Perform Graphical conception, development and client-side scripting
- Produce web banners, flash presentations, micro sites, screensavers, ecards, video compressions.
- Brief web agency for programming.
- Perform Search engine optimisation and analytics reporting
- Perform High res photo retouching, Illustrations, logo conceptions, DVD authoring.

Find out more on: mu.linkedin.com/in/vincentr/

FACTS & FIGURES

Figures speak

40,000	Likes in 6 months due to sustained campaigns
400	Linkedin Connections in 1 month
250%+	Increased traffic due to redesign and optimization
80+	Emailing campaigns, e-newsletters
50+	Online brands created in 10 years
40+	Information architecture and wireframes
10+	Interactive applications (annual reports, corporate)
5	Mobile applications created
5	Rebranding exercise

Huge project development

MCB Internet Banking, Rebranding MCB, Rebranding Beachcomber, Rebranding Naiade, Branding Heritage Resorts, FIFA Campaign, Juice Mobile Application, SDL Tridion deployment, Sharepoint Deployment.

Find out more on <http://www.behance.net/novainteraction>

Awards

MCB Group Website Award	- PwC Corporate Annual Reporting Awards 2012 - Online Reporting Award
Interactive Annual report	- PwC Corporate Annual Reporting Awards 2010
Online Awards	- Legall clothing, Habit Clothing @Alienworkers
2nd and 3rd prize Winner	- 30th anniversary of the IBL
Award winner	- best performance in multimedia / Visual Communication Diploma course

References

Odyle Charoux	- Director of studies at Charles Telfair
Mikael Leluron	- Marketing Manager Beachcomber Hotels
Frederic de Commarmond	- General Manager FRCI eservices