

Contact Information	<p>Aaron Davies-Jones</p> <p>Phone: +44 (0)7545672321</p> <p>Email: hello@aarondavies-jones.com</p> <p>LinkedIn: linkedin.com/in/aaron-davies-jones</p> <p>Website: aarondavies-jones.com</p>	Portfolio upon request.
Professional Summary	<p>I believe I am an innovative and results-driven Multimedia Design Production Manager with over a decade of experience leading creative teams and delivering high-impact digital content. I specialize in design, production workflows, video, editorial systems, and brand marketing, particularly within the betting, news, and equine sports industries. I am passionate about blending storytelling with technology to drive brand growth, audience engagement, and operational efficiency.</p>	
Core Competencies	<p>Creative Leadership & Team Management</p> <p>Full Multimedia Lifecycle: Concept to Delivery</p> <p>Brand Strategy, Marketing Campaigns & Client Relations</p> <p>Project & Resource Management & Budget Oversight</p> <p>Video Production, Editing & Motion Graphics</p> <p>Digital & Print Editorial Systems</p> <p>UX/UI Design (Figma, Github, Observable)</p> <p>Adobe Creative Suite, After Effects, Premiere Pro</p> <p>HTML5/CSS3 Awareness</p>	
Professional Experience	<p>Creative Lead, Design & Production Manager</p> <p><i>Spotlight Sports Group — London, UK Sept 2020 — Present</i></p> <p>Led cross-functional creative teams across ANZ Bloodstock News and Asia Bloodstock News products, managing end-to-end multimedia and editorial design production.</p> <p>Directed the launch of a new web app-compatible publishing platform, while enabling digital interactivity and expanded monetization.</p> <p>Created and delivered marketing content across digital advertising, social, and email campaigns.</p> <p>Delivered a new rebrand for Racing Post Bloodstock, which will be used for all Spotlight Sports Group sub-brands going forward.</p> <p>Developed a new marketing and brand strategy model tailored for commercial clients to drive business growth and market expansion.</p> <p>Oversaw international team video shoots (UK & Australia), including scripting, filming, post-production, and broadcast placements (Channel 7, Racing.com, RacingTV, TVCs).</p> <p>Developed the department Google analytics strategy, spearheaded UX audits, client surveys, and delivered commercial insight reports.</p> <p>Built a strong production infrastructure and internal training programme, fostering improved workflow and retention.</p> <p>Led new business development, especially across the UK, Australia, and Asia, including strategic partnerships.</p> <p>Part of the Racing Post AI lab, a team tasked with exploring, testing or using AI to create/enhance content or rethink workflows.</p> <p>RPB Studio – Creative Lead / Design Manager. an ongoing collaboration</p> <p>founded and managed an equine-focused design agency, serving clients across multimedia design, marketing, and editorial content.</p> <p>Oversaw creative direction, client consultations, and project management.</p> <p>Designed and delivered high-quality visual assets across print, digital, and interactive formats.</p>	continued next page >

Professional Experience

Continued

Senior Production Designer

Racing Post – London, UK | January 2017 – September 2020

Directed the launch of a new HTML-compatible publishing platform, preserving traditional PDF formats while enabling digital interactivity and expanded monetization.

Created digital and print collateral, new advertising packages, and client brand activations for Racing Post supplements and its broader portfolio.

Developed commercial opportunities through engaging multimedia proposals and advanced digital ad formats (Interactive WA Racing campaign, ITM Stallion Trail video brochure).

Enhanced publication performance with web development and analytics integrations.

Produced client surveys and insights leading to significant product and editorial enhancements.

Senior Graphic Designer

Bloodstock Media Limited, Newmarket, UK | April 2014 – January 2017

Led the studio team and managed output for clients including MS Amlin Insurance and national equine brands.

Supervised designers and developers, fostering a culture of creativity and timely delivery under tight deadlines.

Education

BDes Hons in Visual Communications

National College of Art & Design, Dublin, Ireland | 2005–2009

FETAC Level 2 in Art & Design Multimedia

Gorey School of Art, Wexford, Ireland | 2004–2005

Certifications & Training

ELVTR AI Aided Graphic Design | 2025

Diversity and Inclusion Management Training | 2024

Racing Post Data Journalism Masterclass | 2023

Racing Post SEO Workshop | 2023

Google Analytics Fundamentals | 2022

Domestika Editorial & Digital Design Systems | 2022

Managing Mental Health at Work | 2021

Domestika Animation for Typography, Cavalry Motion | 2021

Domestika Creative Coding: JavaScript for Visuals | 2020

CIW Web Design Specialist & Site Development Associate | 2016

Passions & Personal Projects

I have always loved music and enjoy all kinds, I play bass guitar for a London-based rock band called Velcro Candy. I perform live shows, co-write music, and contribute to the band’s creative direction.

My Irish heritage is very important to me, and I actively support charities and the Irish community based in London. Alongside friends, I took part in the London Ride 100-mile event to raise funds for the London Irish Centre. As part of the project, we collaborated with artist Gemma Geraghty to design custom cycling jerseys under the Futures Apart banner. I enjoyed blending creative design and sport to promote community engagement through cycling culture.

I volunteer with the Black Women Kindness Initiative (BWKI) an organization dedicated to uplifting and empowering Black women through intentional acts of kindness, support, and community. I create graphic design materials, contributing to visual storytelling across print and digital platforms to support campaigns and community events.

I also volunteer for HostNation, which supports socially isolated asylum seekers and refugees by providing companionship and cultural exchange. Through carefully matched pairings, help newcomers experience a welcoming side of the city, practice conversational English, and build informal social connections that ease integration into UK life.

Thank you

I am excited about the opportunity to contribute my expertise and passion for multimedia design to help drive successful, impactful project outcomes. I would welcome the chance to discuss how my skills and creative approach can benefit your organization. Thank you for considering my application.