

HELLO.  
I'M DAN.

I'm a writer and graphic designer.  
I also make web sites every now  
and then.

I like collecting records.  
The seaside always makes me  
smile. I still hope that the world  
can be a better place, though I'm  
old enough to know better.  
Nice to meet you.

#### Examples of work



#### Contact info

DAN ETHERIDGE  
e. dan@chunkfunk.co.uk  
t. 07816 491240

#### Portfolio

Full examples of my work can be seen  
at my online portfolio:

[WWW.CHUNKFUNK.CO.UK](http://WWW.CHUNKFUNK.CO.UK)

MORE ABOUT ME THIS WAY:



# FORMAL WORDS.

## Experience

### SENIOR CREATIVE

#### Smarts/Smarts Communicate

March 2012 to present (full-time)

I currently work full time as a graphic designer and copywriter for Smarts. My role involves everything from creative conceptualisation and copywriting through to design and artworking, as well as client and print management. Work includes a variety of projects for well known clients such as Johnnie Walker, Bushmills, Guinness, Budweiser, Kerry Foods, CMS Ireland, Visit Scotland and many more.

### WEB & PRINT DESIGNER

#### Chunk Funk Creative

April 2009 to present (all part-time/spare time)

Self employed role as a designer producing creative solutions for print and digital projects. Clients include Tearfund, Christian Aid, Open Doors and Soul Survivor.

### IN HOUSE CREATIVE DESIGNER & WRITER

#### Soul Survivor

January 2005 to February 2012 (full-time)

#### • Print design

Covering the whole range of projects from design of magazines, and flyers to brochures and annual reports.

#### • Writer/editor

Including marketing materials and resources including everything from festival programmes to posters. Plus the editing of a monthly online magazine (circa 2000 readers).

#### • Web design and e-marketing

Creation, design and management of all the Soul Survivor UK web sites (which received up to 60,000 unique visitors in a month) and emailings.

#### • Creative conceptualisation

Development of creative concepts through to delivery of finished products.

#### • Project management

Management of budgets up to £30,000 and liaising with external parties to deliver everything from exhibition stands to postal mailings.

#### • Film production

Involvement in various film projects working on concepts, scripts and presenting as well as giving editorial oversight in post production. I also shot and edited shorts myself.

## Skills

### Design and copy writing

Graphic design and copy writing go together like cheese and beans, which means I'm skilled at taking ideas and communicating them via engaging copy and beautiful design. I'm a constant user of Creative Suite (for web and print) and like to get out the old pad and pen too.

### Front end web design

I'm not a coding guru but have hand built full sites in HTML and CSS. I've customised and edited various different CMS products, enews systems and liaised with external agencies to deliver complex payment systems.

### Project management

I manage substantial budgets to produce significant resources to tight deadlines.

### Getting on with people

You can't do everything yourself and it's always nice to have fun at work, so I'm keen to develop really good relationships with those around me.

### Youth charity insight

I have over 8 years experience in helping charities develop communications that connect with young people and students.

### Making tea

Water first, then milk, then brew (til' it looks like Pantone 730c).

## Education

### CERTIFICATE IN GRAPHIC DESIGN

#### Shillington College

Graduated: 2011

*(Undertaken whilst working full time)*

A year long graphic design course to help me take my self-taught skills and apply them to a variety of briefs.

Graduated with awards including *Best Student, Best Portfolio, Best Use of Typography and Best Packaging Design.*

### MSc IN DEVELOPMENT MANAGEMENT

#### Open University

Graduated: 2007

*(Undertaken whilst working full time)*

Including modules in war and conflict, ecology, project management and international development.

### MA & BA IN THEOLOGICAL STUDIES

#### Exeter University

Graduated: 2001 & 2003

Masters Degree including modules in economics, theology and ecology and Biblical criticism. My dissertation discussed the prophetic voice in the African American music tradition.

The previous undergraduate course covered all manner of subjects from cultural studies through to social theory, narrative criticism and art history.

## References

### LIZ BIDDULPH

#### Director, Soul Survivor

Unit 16, Paramount Industrial Estate  
Sandown Road  
Watford, Hertfordshire  
WD24 7XA

e. [liz.biddulph@soulsurvivor.com](mailto:liz.biddulph@soulsurvivor.com)  
t. 01923 537920

### DARREN MOORE

#### Director, Cofacio/Asymmetry

Cofacio Limited  
Unit 1, The Lawn  
Ealing Green, London  
W5 5ER

e. [darren@cofacio.com](mailto:darren@cofacio.com)  
t. 07803 250530

### DAVID WESTLAKE

#### Director of Integral Mission, Tearfund

Tearfund  
100 Church Road  
Teddington  
TW1 8QE

e. [david.westlake@tearfund.org](mailto:david.westlake@tearfund.org)

*Please check with me before approaching referees or for any contacts regarding my role at Smarts.*