



# MARK GRAVES CURRICULUM VITAE



MARK GRAVES  
11 OLD RECTORY GARDENS  
OCCOLD, EYE  
SUFFOLK IP23 7PD

07961 893345 | 01379 678910  
MARKGRAVES@MWGCREATIVE.COM

## Personal summary

A highly talented, driven and flexible graphic designer with a proven record of delivering creative and innovative design solutions. A proven ability of developing projects from inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescales. Able to work as part of a team with printers, copywriters, photographers, other designers, account executives, web developers and marketing specialists.

## Work experience

### Creative Director, Co-Founder / Partner

MWG Creative, April 2016 to present

### Co-Founder / Director

432 Ltd Creative Services, March 2002 to April 2016

### Creative Team Leader

Time Inc (UK) Ltd, May 1994 to March 2002

### Senior Graphic Designer

IPC Media, May 1986 to May 1994

### Graphic Designer

IPC Magazines, September 1982 to May 1986

### Junior Graphic Designer

IPC Magazines, September 1979 to September 1982

## Areas of expertise

Adobe Creative Suite  
Photoshop  
InDesign  
Illustrator  
PowerPoint  
Dreamweaver

## Education

EARAC Diploma in Art and Design  
Southend On Sea College of Art and Design

## Links

<http://www.mwgcreative.com>  
<https://uk.linkedin.com/in/markwilliamgraves>

## Other interests

When not working I can typically be found dog walking, mucking out a horse, riding a motorcycle or playing guitar



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Mitchells & Butlers

**CHEFS' ACADEMY**  
AKM DEVELOPMENT PROGRAMME

### WHAT DOES THE PROGRAMME CONSIST OF?

- ➔ **24 days of professional training** Two days per month you will visit either Watford KSA, Harborne Cookery school or our base in Manchester (tbc) where our award winning chef team will take you through a different food focus. This time away from your business will allow you to refine your skill base and learn about the ingredients you work with, giving a deeper knowledge and skill level
- ➔ **Enrichment activities** Throughout the year you will attend a number of enrichment activities, ranging from business events to external dining events. Cooking at these events will give you exposure to a wider audience for the great work you do, enabling you to showcase what you have learnt on the programme
- ➔ **Business training and assessment** This will be provided by professional tutors and qualified assessors, including the KSTs and Lifetime assessors helping mentor you through the programme
- ➔ **Maths and English Functional Skills qualifications** If required - not always necessary but great to add to your CV if you don't already have them!
- ➔ **Continuation of working within your current business with the relevant support throughout this apprenticeship**
- ➔ **Graduation event**

### TESTIMONIALS

*Simple, honest ingredients inspired the best of the British harvest.*

'The trainer is a brilliant chef and explains things in full amounts of detail making it easier to put into practice'

**86%**  
of attendees rated the tutors as excellent

**13%**  
rated the tutors as good

'I enjoy the focused and enthusiastic atmosphere, I feel like it's highly conducive to furthering my cooking skill'

*For me this course has been an opportunity to develop my skills and prove to myself that I can do it!* I never had the opportunity to continue my studies, so this course gives me that-I can work and learn at the same time so I'm glad to be given this opportunity.

What I really like about the course is that every time I visit the classroom lessons I learn something new and delicious. I have

been learning so much, and that is giving me more confidence in my role in the kitchen.

It has been a great journey - I'd particularly like to thank the tutor for his excellent work. He definitely knows how to motivate and incentivise us!

**Claudia Mota, Kitchen Manager, Hanging Gate, Castle**

**66%**  
of attendees rated Chefs' Academy Class. 2016 as excellent, and

**33%**  
rated it as good

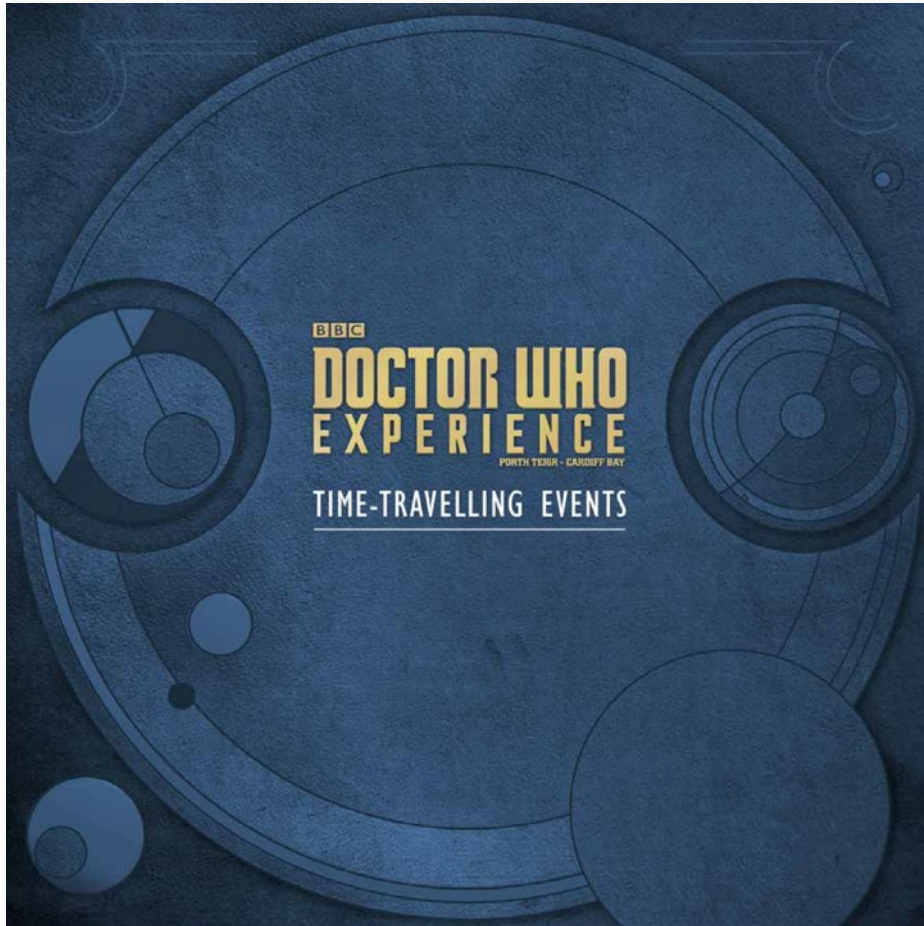
'Good atmosphere fast paced'

'I wish I had done this years ago'

'I learn something new every time'

**96%**  
would recommend the course









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## HOW IS TRAINING STRUCTURED?

HOW DO I DIAGNOSE MY OWN TRAINING AND DEVELOPMENT NEEDS?  
HOW DO I DIAGNOSE THE TRAINING NEEDS OF OTHERS?

There are four clearly-defined stages in the training programme. The stages have been designed specifically to meet the needs of people at different levels within the organisation, and to help you match the right solution to your needs.

### EXECUTIVE:

The focus is on how you strategically lead at director level. This stage is suitable for Executives of the company. The sessions are half-day and include:

- Finance for Executives
- Defines the Agenda
- Executive leadership modules

### SENIOR MANAGEMENT:

The focus is on how you lead a business unit. This stage is suitable for senior managers across the Telegraph. The sessions are one day or half a day and include:

- Strategy and Vision
- Talent and Culture
- Defines the Agenda
- Makes it Happen
- Future Focussed

### OPERATIONAL MANAGEMENT:

The focus is on how you operate as a manager. This level is suitable for anyone at the Telegraph Media Group who has people management responsibility. The sessions are 1-2 days and include:

- Introduction to People Management
- Communication and Influencing skills for managers
- Defines the Agenda

### DELIVERY AND SUPPORT:

The focus is on your personal development within a team and business context. Sessions are generally 1-2 days and include three personal development programmes which focus on:

- Managing Yourself
- Effective Communications
- Defines the Agenda

If you are unsure about which level your role falls under, please contact HR or speak to your Department Director.

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## TRAINING BY PROFESSIONAL COMPETENCIES AND ROLES

The grid below can be used like a map to identify appropriate training you or a staff member you manage, might need. Following on from your review of performance against your job description, objectives and 360° feedback, identify the area/s from the five professional competencies, below you would most like to develop. Look at the programmes that correspond to your role. Some programmes may address more than one professional competency. The programmes listed in the corresponding box are those most suited to this particular development need. **REMEMBER: Do not overload yourself. Try to aim for no more than 4-5 training programmes per year.**

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SECTION 1 • DEVELOPMENT

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**Advance Ticket Collections**

**The NATIONAL WEDDING Show**

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### Luxury content in Gentleman's Life

Covering all the aspects of a gentleman's life, from what to sport on your wrist to how to invest in quality tailoring

The image shows two magazine spreads. The left spread is titled "Has off to flat caps" and features three men in suits and flat caps. The right spread is titled "Spees appeal" and features a pair of glasses. In the background, a man in a brown coat and hat sits in a chair, holding a pipe.

GENTLEMAN'S LIFE

### Life content

The fashion content in Gentleman's Life is focused on quality and craftsmanship—how to look stylish without forfeiting taste

The image shows three magazine spreads: "Smoke and mirrors" featuring a bottle of whisky, "All kinds of time" featuring several watches, and "Robed and ready" featuring a blue patterned jacket. In the background, a room with a fireplace and a large clock is visible, with several watches scattered on the floor.

GENTLEMAN'S LIFE

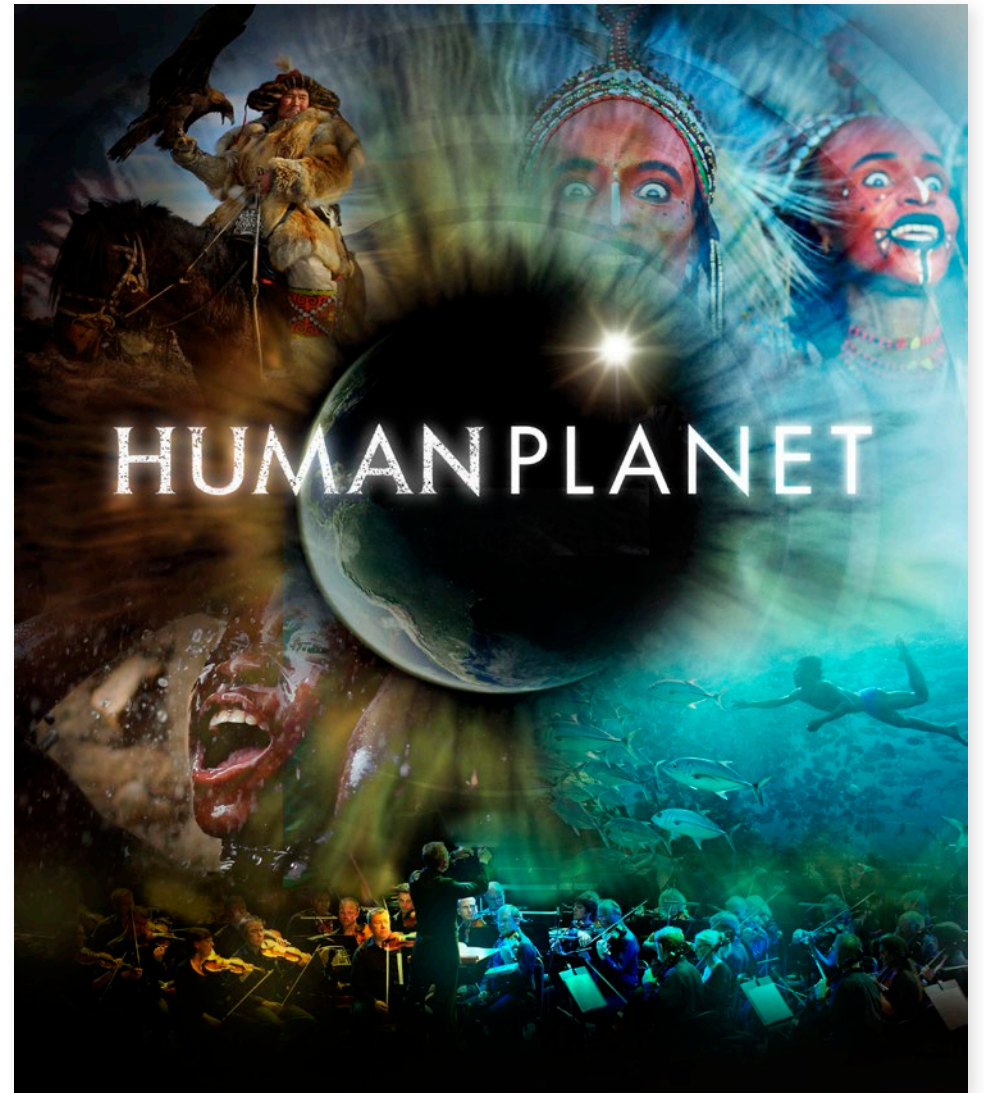
### Event

- ❖ Gentleman's Life event at an exclusive and stylish London location
- ❖ 50 tickets for headline sponsor to use via own channels
- ❖ Champagne reception and potential for sampling with product placement
- ❖ Video to be produced from event and licensed to use on brand's own channels, promoted across Time Inc luxury network
- ❖ Promotional and marketing for brand sponsor throughout the event with gifting bags

The background image shows a close-up of a champagne glass filled with ice and champagne, with a blurred background.

GENTLEMAN'S LIFE





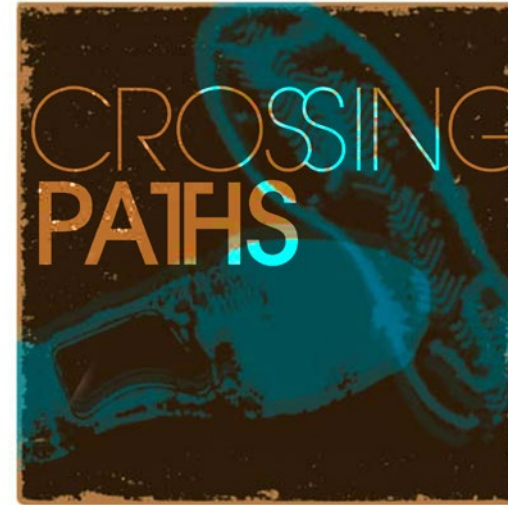


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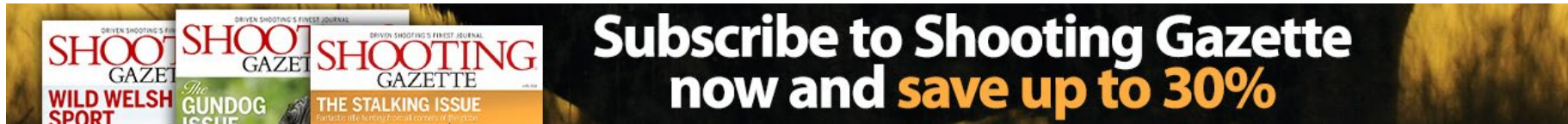


**Paul Barnicoat**  
*City & Guilds Qualified Painter & Decorator*



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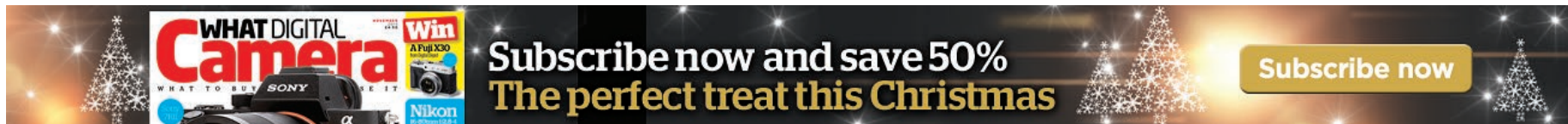
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