



**Do what you love. Love what you do.**

Delivering creative projects for brand, marketing and advertising campaigns.

- Concept and Creative
- Artistic and Creative Direction
- Photoshoot Direction
- Artwork and Design Production
- Print and Digital Asset Management
- Web and Email Creative Design
- External Supplier Management

Gavin Keith Hough  
+44 (0) 7921 502 792  
gkh\_1@hotmail.com  
gkhfolio.com  
gkhcreative.com  
@gkh\_1

## **Creative Experience...**

### **Ribble Cycles - Lead Brand Creative** *April 2018 - July 2019*

363 Leach Place, Walton Summit Centre, Preston, Lancashire. PR5 8AS

Tasked with raising the profile of the Ribble brand and to establish them as the number one UK cycling destination.

This role allowed me to continue to develop a recent brand overhaul. Helping to improve consistency throughout the company and the way it projected itself both from a market and customer perspective. To install confidence in the the quality of the product it was developing, producing, selling and ultimately the brand itself.

Touching on all creative points. Improving the head office showroom, developing the look and feel of its Birmingham retail store and leading creative input on a Leeds city centre 'pop up' store.

Taking the lead on the direction of all product imagery including being the brand photographer on many shoots both in-house and on location. Showcase events also gave me the opportunity to create exhibition stands at Glasgow, Birmingham and London cycle shows.

A main sponsor of the Ribble Pro Cycling team. 2019 saw them step up in class to the UCI European Tour. This partnership allowed me to design the teams kit, bike livery and fleet of vehicle designs. These assets have been seen all over Europe with 2019 being a very successful season for the team.

### **Cotton Traders - Graphic & Web Designer** *March 2017 - April 2018*

Atlantic Street, Altrincham, Greater Manchester. WA14 5GZ

Working closely with the Creative Director, Art Directors and Art workers. My role within the team was varied. Supporting the development of concepts, creating designs and helping with artwork for areas that the business operates in. These included a number of stores nationwide and a large online presence with various websites covering the UK, Europe, Ireland and Australia. Brochure and catalogue production was also part of my role.

### **The Original Factory Shop - Middleweight Graphic Designer** *August 2015 - September 2016*

Billington Road, Burnley, Lancashire. BB11 5UB

At the time this was a newly created individual in-house position at one of the UK's most successful discount retail businesses. My role was to work closely with the Marketing team and to help the business with a portfolio of 200 plus stores, develop and produce creative marketing collateral. From point of sale elements through to a fortnightly 16 page leaflet that was distributed to some 2.5 million addresses. I also helped to develop and implement a brand new visual identity that included a move to the shorter abbreviated name of TOFS.

### **RM Fitness Ltd - Lead Brand Creative & Operations Manager** *December 2012 - August 2015*

Leeds Street, Wigan. WN3 4BW

My role involved supporting the owner with the day to day running of the business and development of its growth. Working closely with him, I was able to generate strategies to increase awareness and ultimately members. Providing the best tools for those members to make life changing health, nutrition and fitness transformations.

My time here saw membership levels grow to support a new 6,000 sq ft facility. Executing and implementing a successful fitness brand called Evolution365™. A bold move away from the very safe 'pay as you go' product. To a more sustainable long term fitness journey for its clients, which requires a high level of commitment both in attendance and financial investment from all members.

Creative responsibilities included concept and design work for signage, stationary, motivational posters, advertising campaigns, website design, social media content, member packs, wall graphics, challenge identities, clothing and photography.

### **JJB Sports - Senior Creative** *July 2006 - October 2012*

Martland Park, Challenge Way, Wigan. WN5 0LD

Once one of the UK's biggest sports retailers with some 400 plus stores nationwide. Based at the Head Office in Wigan, I worked as part of the in-house design team in the Marketing Department.

From discussing the initial brief, creating concept ideas, sourcing models, art directing photoshoots, artwork creation and working closely with printers. As the Creative Designer I played a major role from start to finish, seeing a job develop from nothing to everything.

Working on a daily basis alongside many of the major sporting brands in the World including adidas, Puma, Reebok, Nike, Umbro and Under Armour to develop campaigns to sit alongside JJB's brand identity.

### **Career Ambitions...**

To be a part of a talented creative team. To play a major role in the initial concept stage. To direct and see the project through to completion. To experience and then create 'smile in the mind' moments. To keep learning and developing with a group of individuals who love to create.

Ultimately I guess, what I am striving for is to have left my mark on this planet with some great creative. To make just one person, sit up, take notice, whether consciously at that very moment or sub consciously later in the day and elicit a positive response, is a job well done.

### **Personal Details...**

Name: Gavin Keith Hough  
Hometown: Wigan  
Address: 137 Wigan Road, New Springs, Wigan, Greater Manchester. WN2 1DP  
M: 44 (0) 7921 502 792  
W: gkhfolio.com / gkhcreative.com  
E: gkh\_1@hotmail.com  
Nationality: English

### **Education...**

1998 - 2000: Wigan & Leigh College (Higher National Diploma in Graphic Design)  
1996 - 1998: Wigan & Leigh College (National Diploma in Graphic Design)  
1994 - 1996: Winstanley College  
1989 - 1994: Standish High School

### **Referees...**

Available upon request.