

Curriculum Vitae of John Creak

Personal

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Nationality: British

Profile

I am a freelance graphic designer currently working part-time at St Augustine's Church, Hammersmith. I have experience in all aspects of graphic design including websites, social media and print. Previously I worked in motorsport sponsorship sales and marketing. I have 30 years experience of motorsport sales and marketing having worked in Formula One and Indycar racing in the USA. I also worked in corporate sales, marketing & public relations in the retail oil industry. I passed FIFA's official examination to become a registered Players' Agent able to offer representation services to professional football players.

Employment History

40 Degrees Limited, London

Director: 2017 to present

Freelance graphic designer with website, social media and print experience. Currently supplying graphic services to St Augustine's Church, Hammersmith, the Augustinians and to Austin Forum, a social outreach programme.

Motorsport Marketing International, London

Director: 2001 to 2016

Major achievement - supplied marketing services to numerous racing drivers. Provided sponsorship and marketing consultancy services to racing teams and drivers, including motorsport sponsorship strategy, presentation and proposal services.

40 Degrees Football

Major achievement - qualified as an FIFA licensed Players' Agent (5% pass rate). Offered representation services to professional football players as an FA licensed Players' Agent.

Indy Motorsport Marketing LLC, Indianapolis, USA & London

Partner: 2000 to 2001

Major achievement - won new business from leading F1 teams including McLaren Mercedes. Set-up and ran a US-based company that provided marketing support and hospitality services to F1 teams at the USA Grand Prix at Indianapolis. Clients included McLaren, Williams & Arrows F1 teams and Hewlett-Packard. Also looked for sponsorship for French Indycar driver Didier André at Galles Racing and supplied sponsorship services to other US-based racing teams and drivers.

PacWest Racing Group, Indianapolis, USA

Marketing Director: 1996 to 2000

Major achievement - won \$15 Million sponsorship from Motorola. Relocated to the USA to join a leading Champ Car racing team to create and manage an in-house marketing department. Focused on business development and the acquisition of new commercial sponsorship and played a key role in winning a \$15 Million sponsorship from Motorola. Was responsible for strategic development and implementation of marketing support programmes for team sponsors Motorola and Hollywood cigarettes (BAT) including corporate hospitality, PR, media relations, driver and display car appearances, sales promotion, print and graphics.

Arrows Grand Prix International Limited, Milton Keynes

Marketing Manager: 1990 to 1996

Major achievement - confidentially supported team owner for 6 years. Responsible for all marketing activities at an F1 racing team working directly for owner Jackie Oliver. Role involved co-ordinating marketing support programmes for international sponsors (including Footwork, Porsche, Shell, Blaupunkt, BP, Sasol, BASF) and searching for new sponsorship. Also responsible for client liaison, hospitality, PR, driver and showcar appearances, media relations, promotional activity, factory tours, print and graphics. Developed digital presentation skills to produce sponsorship proposals and presentations.

Mobil Oil Company Limited, London

Sponsorship Co-ordinator: 1987 to 1990

Major achievement - successfully developed corporate sponsorship programme.

Co-ordinated Mobil's UK programme of arts and sports sponsorship. Responsibilities included corporate hospitality, special events, new sponsorship opportunities, community relations and charitable activities. Sponsorships included motorsport (F1), cricket (Essex CCC), athletics (IAAF Grand Prix) and arts including touring theatre, play writing competitions and classical concerts.

Sales Promotion Adviser: 1985 to 1987

Major achievement - promoted from position.

Developed and co-ordinated national sales promotion campaigns for fuels and lubricants customers. Programmes included sales incentives, travel awards, loyalty promotions, new product launches, sales materials, local advertising, conferences and exhibitions. Worked closely with sales promotion and advertising agencies.

Retail Marketer: 1984 to 1985

Major achievement - promoted from position.

Joined company through graduate recruitment scheme. Completed induction and took responsibility for 30 retail petrol stations and lubricants customers in NW England. Managed and developed sales of fuels, lubricants and related products such as tyres, accessories & confectionery. Co-ordinated sales promotion, credit control, merchandising, property management, investment and new business.

Qualifications & Education

Professional Qualifications

Players' Agent Licensed by the FA/FIFA (expired)

Exam passed in April 2010 (less than 5% pass rate)

University

President of Hall (1982)

B.A. Hons. Geography, 2nd class (June 1983)

University of Leeds, Leeds, West Yorkshire, UK

School

Head of School (1980)

3 'A' Levels (June 1980)

8 'O' Levels (June 1978)

Ravens Wood School for Boys, Bromley, Kent, UK

Additional Information

Languages Brazilian Portuguese spoken and written.

Work Authorised to work in the UK/EU and Brazil.