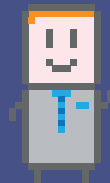


**DAVID REEKIE**  
**PORTFOLIO**  
**DREEKIE.COM**



# DAVID REEKIE

## DAVID REEKIE

**E:** dave@dreekie.com  
**W:** dreekie.com  
**A:** Chertsey, Surrey, United Kingdom

**P**assionate creative with over 15 years' experience designing effective marketing collateral for traditional and new media platforms in alignment with brand identity to help increase awareness in dynamic environments. Natural leader with demonstrated ability to supervise and coach high performing teams while triaging briefs and distributing tasks to staff in order of importance. Branding expert adept at partnering with cross-functional colleagues to create creative online and off line media and supporting systems within established deadlines and budget limits. Skilled front-end UI developer proficient at developing websites and applications to streamline processes and enhance productivity.

## TECHNICAL PROFICIENCIES

### Software & Platforms:

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Adobe Animate, Dreamweaver, Premier, After Effects, Adobe XD), Figma, Sketch Blender, MS Office 365, PowerBi, Campaign Monitor (E-marketing platforms), Google Analytic, Ad manager, Tag manager, AWS services, HTML/CSS, databases, WordPress, CMS.

### Skills:

Leadership & Training, Design Management, Website Development, Work-flow Management, Project Management, Cross-functional Collaboration, Database Management, Budget Management.

## EDUCATION

### Bachelor of Arts Honours Image making and Design

University of Hertfordshire, West Herts College, Watford, England

## INTERESTS

3D Animation  
Photography  
Following technological trends and innovations  
Music and attending concerts  
Gardening  
Exploring London

## CAREER EXPERIENCE

### BIBA Medical Ltd, Fulham, London

02/2008 – Present

#### Design, Web, and IT Manager

Spearhead design of all internal branding and marketing materials such as brochures, logos, and info-graphics for events, publications, and social media in alignment with brand. Coordinate third party email marketing campaigns from company partners by creating, evaluating, and correcting issues with templates prior to sending to the customers. Drive all aspects of website development, including overseeing design, hosting and database maintenance. Steer delivery of first line technical support for team of over 30 employees based in UK and USA and supervise updating of infrastructure while leading IT projects and contracting service providers to ensure completion of plans within time and budget frameworks.

- Mange all UI and UX design across all of BIBA online content, manage brand consistency and create new content for all areas across Print, Online and motion media.
- Contributed to change management during COVID-19 pandemic by building and designing website and application to run virtual event management and support hybrid approach.
- Streamlined and enhanced contact, sales, product, and event management processes across all business units by developing customised MS Access front-end database with tailored SQL based back-end platform which monitors, records, and collates interactions.

### Sweet and Maxwell, Thomson Reuters, London

03/2005 – 02/2008

#### Senior Designer

Led operations for in-house studio while supervising, evaluating, and coaching team of four Graphic Designers. Collaborated with marketing department to design creative, effective, and cost-effective direct marketing and point-of-sale advertising solutions in alignment with the brand voice, values, and mission. Headed work-flow management by distributing briefs to staff members while liaising with external agencies to inform partners of internal style guides, deadlines, and preferred best practices.

- Efficient resource allocation by overseeing work-flow management resulting in completion of projects within the expected time-frame and budgetary confines.
- Implemented printing cost savings by negotiating agreements with four small scale printing companies to create pricing matrix covering all formats at the same price contributing efficient budget management for marketing team.

## ADDITIONAL EXPERIENCE

### Clearoff Ltd, Chertsey, Surrey

09/2003 – 02/2005

#### Senior Graphic Designer

Generated three design styles for use in varying advertising platforms, including print and digital media as well as brochures and leaflets. Collaborated with two England Rugby Supporter Clubs, RFU and ERSC.

### Indigo Holidays, Egham, Surrey

12/2002 – 09/2003

#### Graphic Designer

Coordinated development of new functional styles for direct marketing collateral and advertising brochures.

### Aculight UK Ltd, London

04/2002 – 12/2002

#### Graphic Designer

Produced marketing and advertising resources for trade and lifestyle publications, including Glamour, Cosmopolitan, and Salon Plus.

### Coll Hill Spink, London

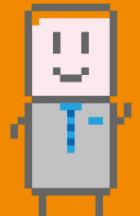
01/2002 – 03/2002

#### Graphic Designer

Steered website development to facilitate advertising for company properties while generating brochure designs.

**SCREEN**

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.COM**



**LEARNING**

# SCREEN



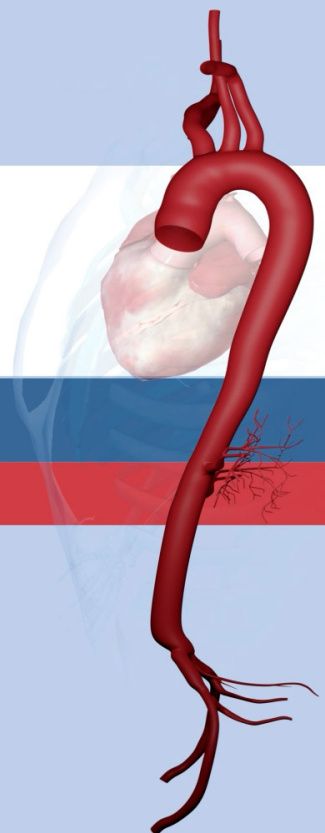


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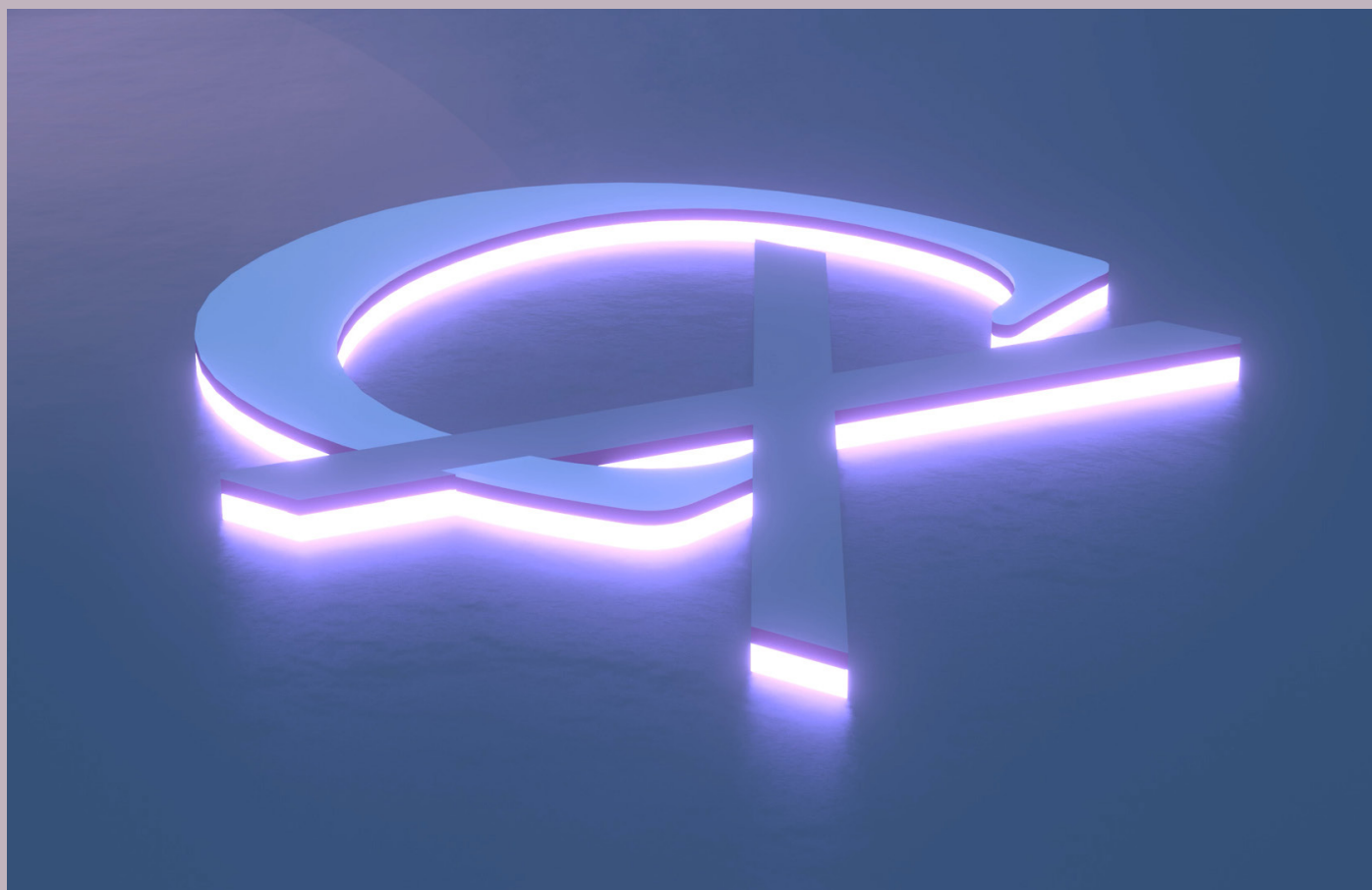
5-7 OCTOBER 2021

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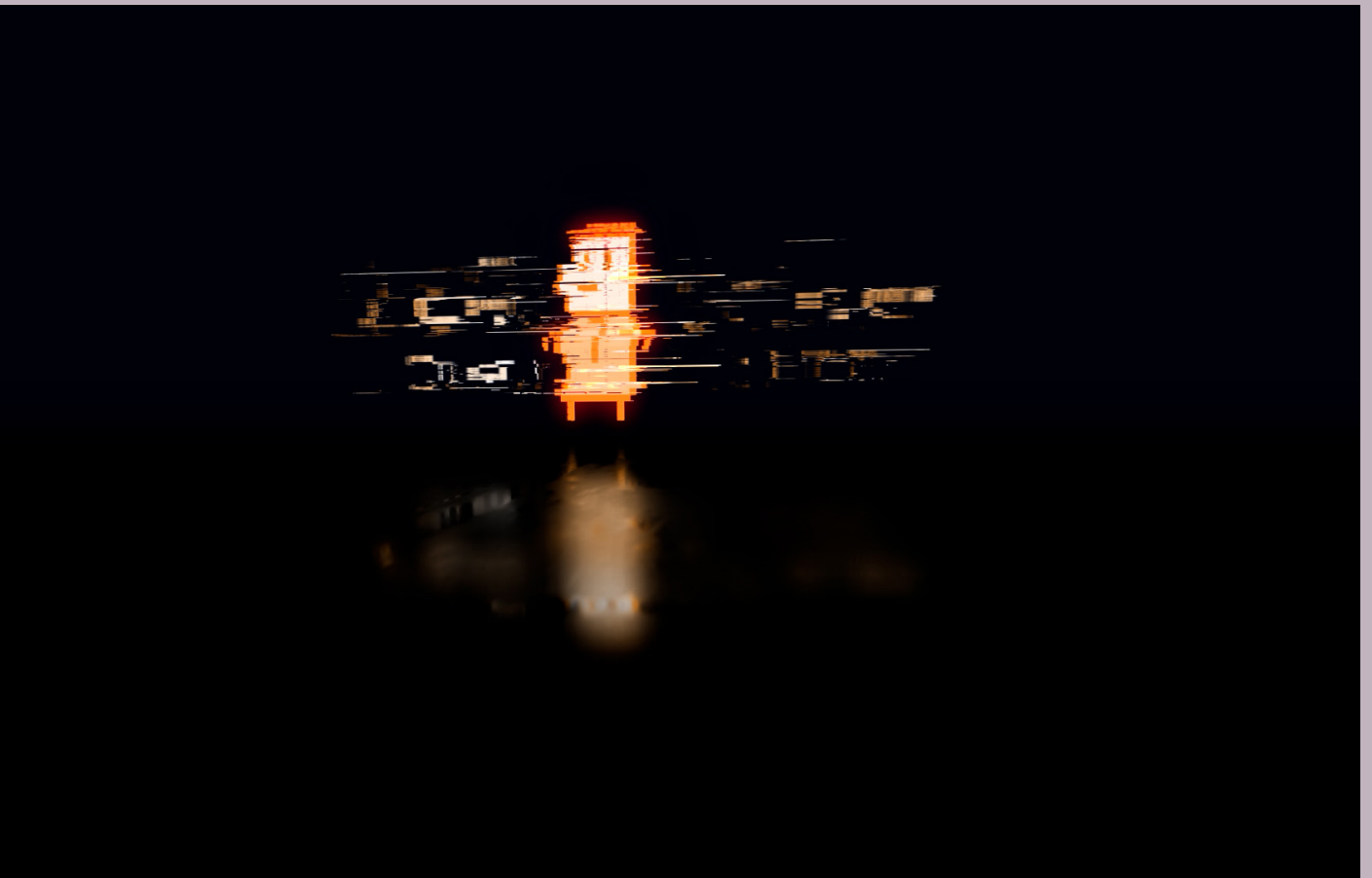
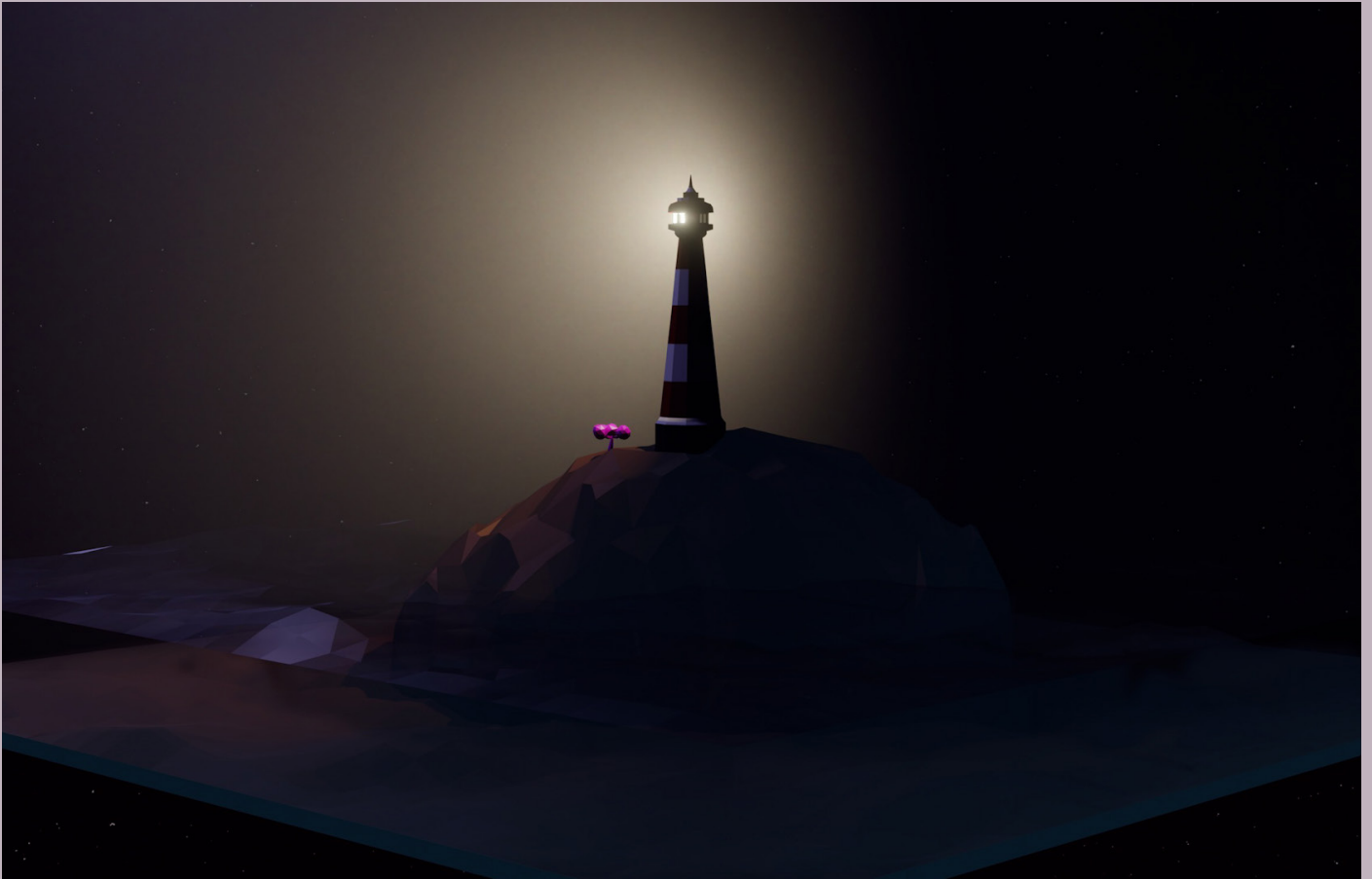


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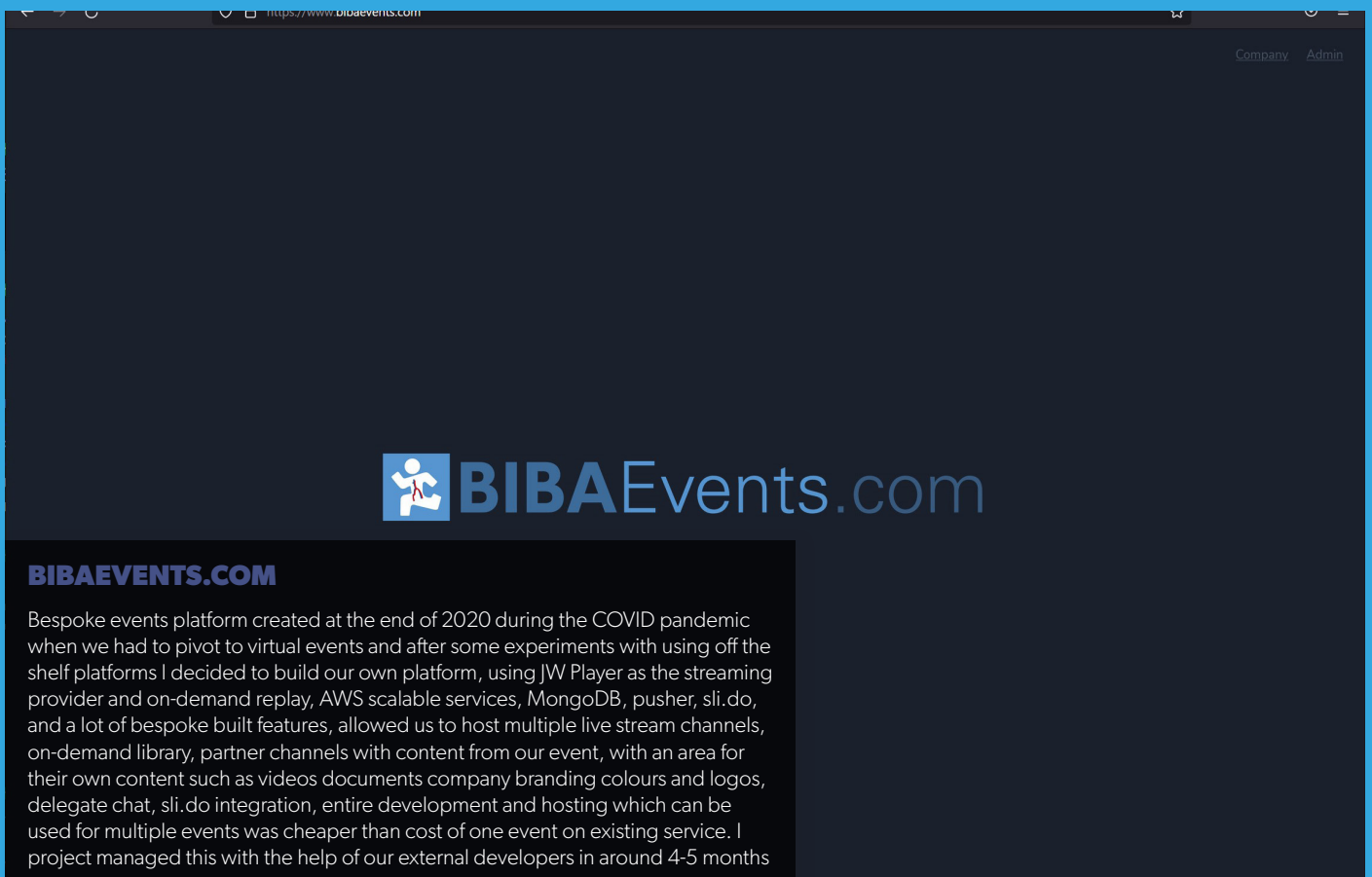
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# SCREEN




# WEB







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Abdominal Aortic | CX 2021 Digital Edition | Best of CX Abdominal Aortic Abstracts 1 [BACK](#) [NEXT](#)



**CX2021ONLINE.COM**  
First event run in April 2021 for 4 days of Livestreaming over 2 channels on the BIBA Events platform, which had 1730 attendees from 76 countries, spending on average 45mins in live stream a day, with hundreds of hours viewing on-demand content, all trackable

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ENDOVASCULAR SOLUTIONS

CARDIAC, VASCULAR AND  
ENDOVASCULAR AORTIC ADVANCES

**5-7 OCTOBER 2021**

BROADCAST

REGISTRATION OPEN

**CXAORTIC2021.COM**  
Second event run in October 2021 for 3 days of Livestreaming on BIBA Events platform, which we can reskin for each event and select what features to include, some improvements from the previous event were added such as underlining MongoDB to push the usage tracking data through to handle the amount of integrations during an event better with greater accuracy



CLASSICAL OPEN AND ENDOVASCULAR SOLUTIONS

CARDIAC, VASCULAR AND  
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**5-7 OCTOBER 2021**

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Latest programme

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BIBA Medical's mission is to provide education, news and the insights that connect the community of physicians and medical device industry.



The Charing Cross International Symposium is one of the largest vascular and endovascular congresses in the world. Held every year in London, it focuses on Education, Innovation and Evidence, with a three-year theme cycle of Controversies, Challenges and Consensus.



BIBA Publishing is a provider of news and education in the medical field. We pride ourselves on being a unique publishing house with a broad range of areas and topics covered and a focus on top-quality print, website, video and roundtable content.



BIBA MedTech Insights provides consulting and market analysis services to medical professionals and organisations in the medical device industry in Europe and North America.



## At a glance

### BIBAMEDICAL.COM

The companies main website basically a quick overview of BIBA Medical services

**CX 2021** Digital Edition enjoyed a fantastic global response with **3,273** registrants from **88 countries**. In addition, **6,752** vascular specialists in China watched the CX 2021 CME programme "Vascular" from China.



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BIBA Publishing delivers breaking news and education through 10 specialist titles, taking carefully curated content, in-depth opinion and analysis from thought leaders, industry updates and real-time rolling event coverage to vascular, cardiovascular, interventional radiology, neurointerventional, renal, venous, electrophysiology, spinal and wounds communities. Steered by globally-renowned physician leaders, we have our finger on the pulse of exciting developments and controversies in each specialist community, and we bring you the news that matters—as it happens.



vascularnews

### BIBAPUBLISHING.COM

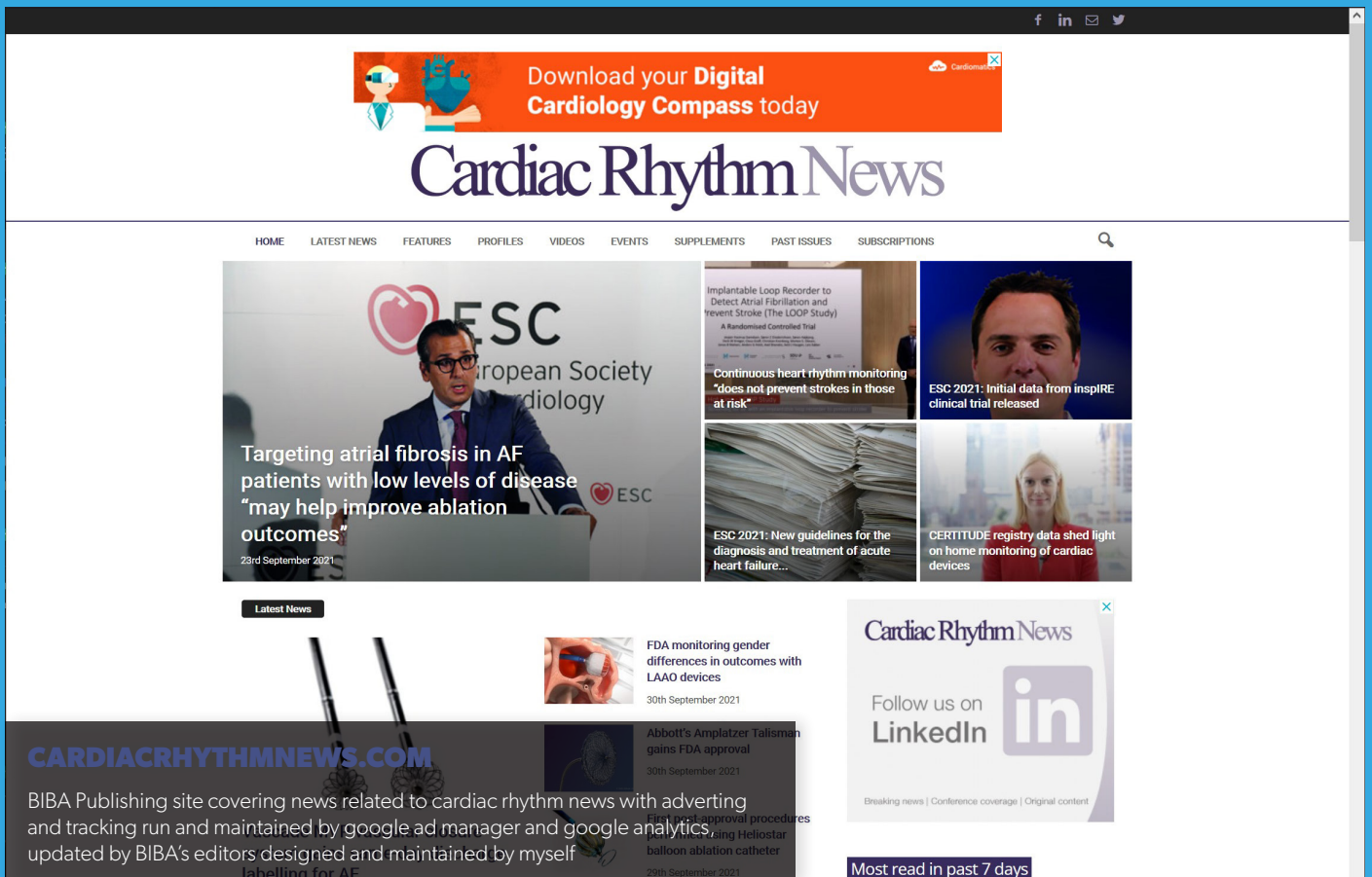
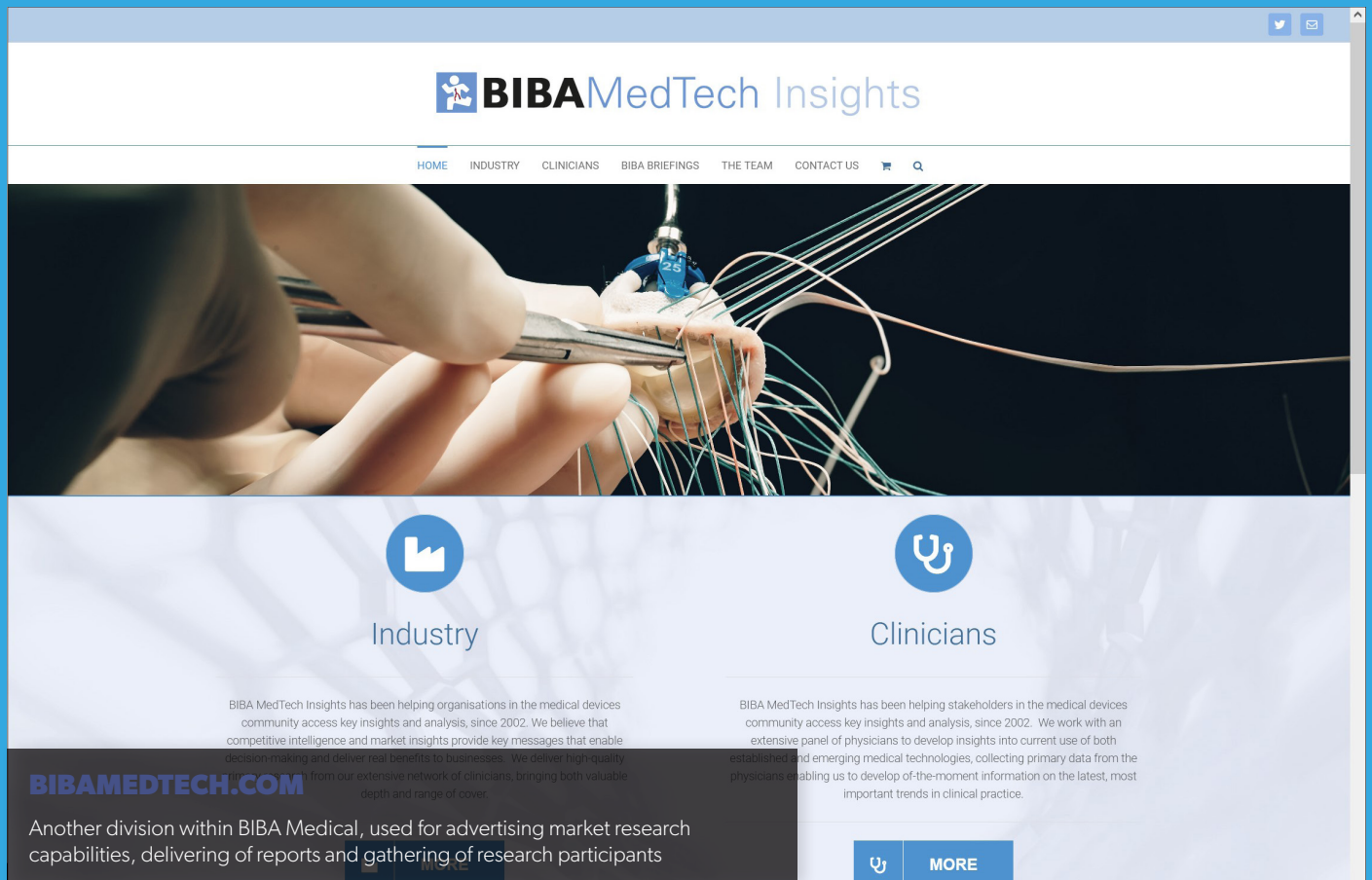
All publications are available in print, website and mobile

One of BIBA Medicals divisions sites, used to take and manage subscriptions of all the newspapers digital and print, all Publishing sites are WordPress Multi sites and are sub sites of this site allowing for quick sharing of resources and setup of new newspapers sit

Each publication produces from four to five print issues a year, totalling a quarterly circulation of over 60,000 newspapers. Our responsive websites are updated daily and cater to the modern user, offering easy access to all of our content at your fingertips 24/7.

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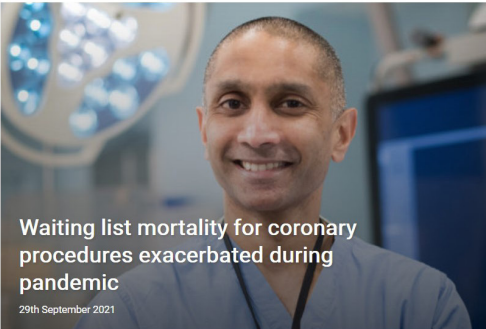
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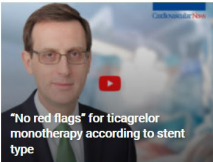
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What would you choose for your heart?

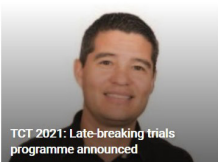





**Waiting list mortality for coronary procedures exacerbated during pandemic**  
29th September 2021




**"No red flags" for ticagrelor monotherapy according to stent type**




**TCT 2021: Late-breaking trials programme announced**




**FDA monitoring gender differences in outcomes with LAO devices**




**TOP 10**  
Cardiovascular News' top 10 most popular stories of September 2021




**99.8%**  
Probability of superiority in STEMI at 2 years




**Lankenau Heart Institute and Philips announced integrated cardiovascular solutions partnership**  
30th September 2021



**FDA monitoring gender differences in outcomes with LAO devices**  
30th September 2021



**Enrollment completed in study**  
30th September 2021



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**Philips Azurion with SmartCT – first user experiences**  
24th September 2021



**The WavelinQ<sup>™</sup> EndoAVF System takes an innovative approach in creating endovascular AV fistulas...**



**Making social media work for you: Tips from a RadChick**



**ESH position paper highlights renal denervation as a third option for hypertension management**



**Why Rotarex is my first choice treatment in patients with bypass failure and...**



**Siemens launches Luminos Impulse fluoroscopy system**  
30th September 2021



**Surmodics announces successful first patient uses of Sublime radial access 0.018...**  
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23rd September 2021

Patient education and new technologies can help reduce unnecessary and costly patient interactions...

**Boston Scientific**  
Boston Scientific launches FAST—a new therapy for spinal cord stimulation

MiRus receives FDA clearance for IO Expandable Lumbar Interbody

PEEK-on-ceramic TDR is a 'viable alternative' to ACDF for single-level symptomatic disc degeneration

Latest News



Navigation in adult spinal deformity patients leads to an increased risk...

30th September 2021



Spineology unveils 'first-of-its-kind' Duo Ti expandable interbody fusion procedure

29th September 2021

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Precision Spine launches the Dakota ACDF standalone

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**Why Rotarex is my first choice treatment in patients with bypass failure and CLTI: Bruno Migliara**

17th September 2021

National survey exploring radiation safety in vascular trainees demonstrates a quarter received no...

Pre-loaded cannulation of new off-the-shelf E-nside TAAA stent graft system is a "very..."

Study provides new tool to assess amputation risk following popliteal vascular injury

Cardiac, vascular and endovascular leaders convene for CX Aortic Vienna

Latest News



Siemens launches Luminos Impulse fluoroscopy system

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SVS Vascular Quality Initiative and Symmetric Health Solutions partner to improve...

Surmodics announces successful first patient uses of Sublime radial access 0.018...

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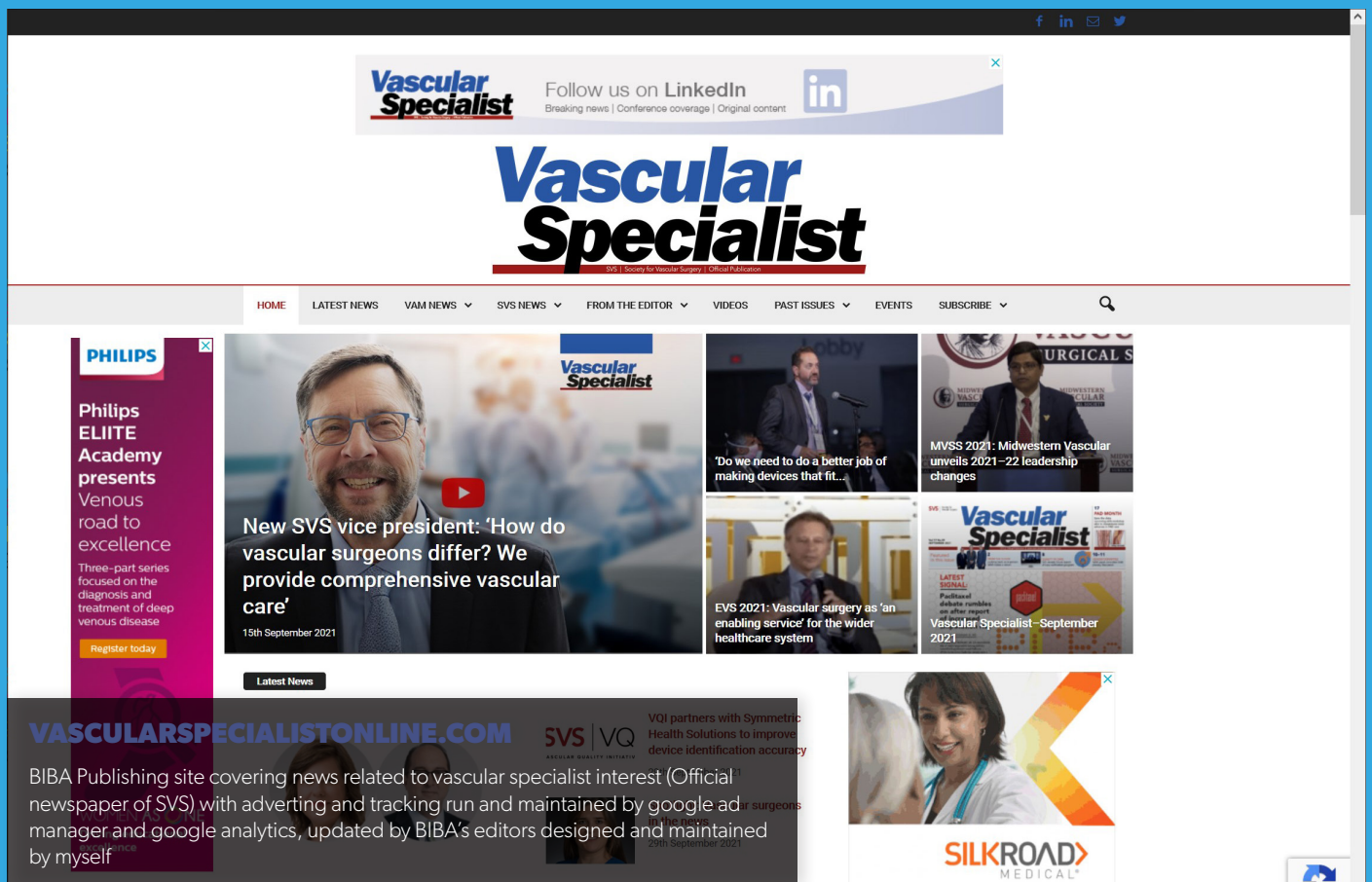
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Vascular & Endovascular  
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Peripheral Challenges Aortic Challenges Venous Challenges Acute Stroke Challenges

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Dittmar Böckler, Heidelberg, Germany

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CX 2020 LIVE

10 sessions

26 May–25 June

LIVESTREAM

Tuesdays and Thursdays

16:00–17:20 BST

11:00–12:20 EDT

17:00–18:20 CEST



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Vascular & Endovascular

Controversies Update

19–22 APRIL 2021

MONDAY-THURSDAY



DIGITAL EDITION

WWW.CXSYMPOSIUM.COM

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Vascular & Endovascular

Challenges Update

PARTNERSHIP GUIDE

26–28 APRIL 2022

TUESDAY-THURSDAY

IN PERSON AND VIRTUAL

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Registration open



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
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-  A trusted provider of latest news, review of cutting-edge research, congress coverage and opinion from thought leaders
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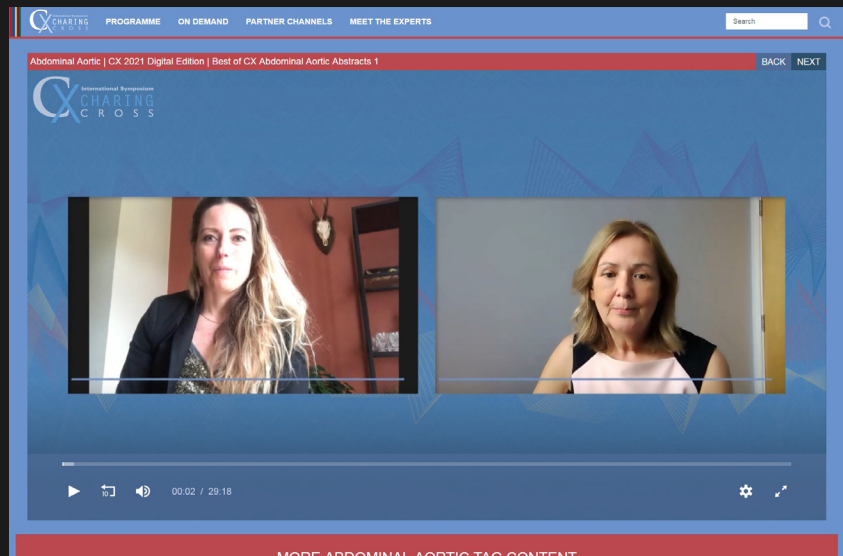


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## VIRTUAL EVENTS PLATFORM

As our company event we usually hold at Olympia London in April, was unable to take place due to the COVID lockdown in 2020 and 2021, we like many companies had to turn to running virtual events, after running 2 events using established platforms reasonably successfully I felt as a company with very specific requirements I could build our own platform with help from the developer team we had worked with before. So by using a great team of developers from Rishabhsoft who used a React, Laravel, on aws hosted environment, using JW Player as the streaming service, we built our own event platform that can scale to our needs events, for less than the cost of using an established event platform for just one event with benefit of it fitting our needs.

It was a lot of work and a little



fraught when we went live but it performed well and was well received with over 3500 users over the 4 days of the virtual event and after to watch the on-demand video library.

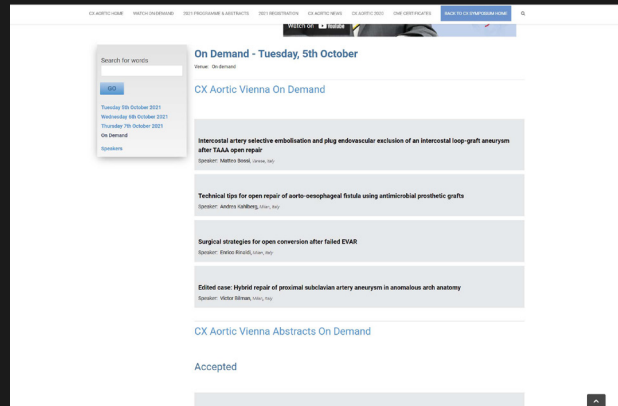
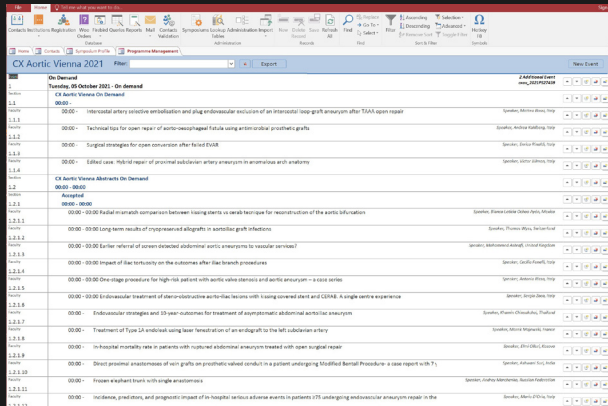
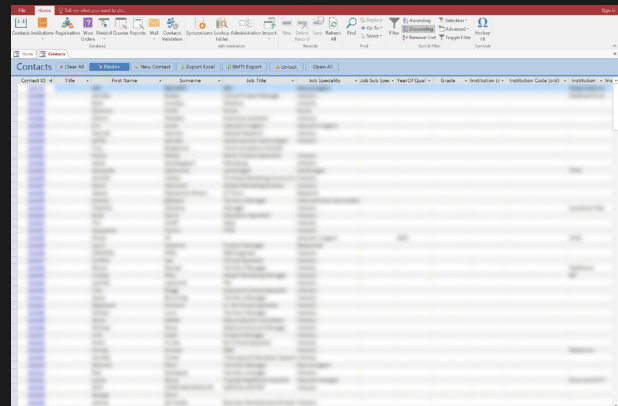
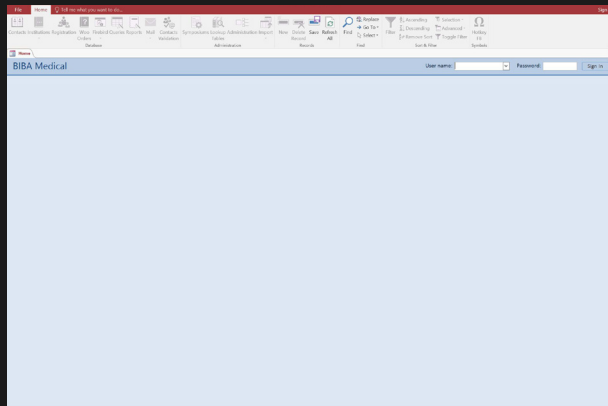
The platform could also report on site usage tracking 100,000+ interactions as well as having a notification feature and an internal chat messaging system, break out zoom meeting inputs, exhibitor/

sponsors channel where they could display video, documents , company descriptions.

We continue to use and develop it as our needs change and will be looking at how we can continue to use it as our events return to a more hybrid with a hopeful return to physical events but keep the new customer base who maybe unable to travel or prefer to attend virtually.

## DATABASE FOR CUSTOMER MANAGEMENT AND EVENTS MANAGEMENT

Streamlining and enhancing contact, sales, product, and event management processes across all the business units by developing a customised MS Access frontend database with a tailored SQL based backend platform which monitors, records, and collates interactions.



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