

BOBBY BRACKNELL

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Award Winning Interior Design Director and mastermind behind the interior scheme of England's Best Home 2010

STYLE INNOVATION ■ ENTREPRENEURSHIP ■ CLIENT AMBASSADORSHIP

'I pride myself on delivering an experience, not just new curtains.'—**Bobby Bracknell**

Value Portfolio

Elite Client Engagement
Client Style Enlightenment
Progressive Interior Design
Project Management
Market & Trend Analysis
Structural Architecture
Space Planning
Illustration & Mood Boards
Marketing & Branding Strategies
Product/Brand Positioning
Research & Materials Sourcing
Vendor Management
Cost Reduction & Outsourcing

Gifted, detail driven, recherché interior designer with impeccable taste and a flair for shaping clients' dreams. Cleverly breathe life into lacklustre interiors with an inherent ability to visualise final interior schemes from plan, injecting the old with a modern twist and merging a client's true self into the space. Proven success co-ordinating high-end projects for discerning clientele in residential, leisure & hospitality, commercial and retail sectors across diverse geographies.

Progressive, commercially inclined business development expert with an established industry footprint. Engaged as trusted opinion to clients via personal level of service, emphasis on property resale value and consideration of geographic and cultural priorities. Masterful at building industry partnerships and empowering teams to contribute individually to design excellence and business initiatives.

ACHIEVEMENTS & AWARDS SUMMARY

- Frequently travel to direct design briefs across the UK and internationally—on speed dial with numerous favourite clients in locales including: London, Berlin, Paris, Morocco, Barcelona and Prague.
- Enlisted by selective high profile, high net worth clients including British nobility, renowned entertainment personalities and prominent sports figures.
- Launched interior design business and grew the operation from £53k at start-up by 1,000% in 6 short years via 80% referral business, despite a downward spiral in the property market.
- Orchestrated design efforts to scoop Channel 10's England's Best Home Award in 2010 with a complete interior re-design and exterior landscaping refresh for Capp Hill Castle in Birmingham.
- Outdistanced 400 other competitors to capture the prestigious Outstanding Interior Design Award at the 2010 Northern Design Awards on a Birmingham Manor House.
- Secured Best Birmingham Office Award in 2009, *Concept for Living* magazine's Favourite Bedroom of 2007, Favourite Living Space of 2007. Recognised as two-time award winner in 2006 for Best Bar in the UK BIDA Awards and Best Interior in the Birmingham Bar & Club Awards for Revelation Bar.

...passion for both design and business...innovate masterful interior styles to give ordinary spaces a timeless presence... adept at escalating profitability and expanding the sales base...focussed on building relationship based client rapport...

PROFESSIONAL CAREER BRIEF

OWNER / DESIGN DIRECTOR ■ BOBBY BRACKNELL DESIGN, LTD (BBD)

2005–Present

A 'One Stop Design Shop' with online store offering full service interior design and project management for: residential, commercial, leisure, luxury transportation; concept creation; space planning; event/wedding dressing; landscape design.

Built business from scratch and conceived the firm's signature 'opulent classic' design style. Perform in a multi faceted role managing projects, operations, a £700k sales budget and a high energy, 4-member team. Advise on a broad range of projects—both locally and internationally—from space planning, lighting strategies and full service interior design to global furniture and materials sourcing. Earned industry reputation as a home cinema and audio specialist for post-implementation styling.

DESIGN EXPERTISE & PROJECT SPECIALITY

- Oversee project budgets from £50 to £2m, navigating 50 to 60 projects per annum with key clients including: Deesel, Harry Nichols and Glitcher Europa flagship office in London.
- Landed and executed the company's first ever private jet interior re-style project and embarked on new design venture for a luxury yacht docked in Southampton.
- Regularly parachuted in to take the reigns of faltering or over budget design projects.
- Engaged by clients to secure properties and orchestrate entire home remodels to turn-key phase.

FINANCIAL ACUMEN & NEGOTIATIONS

- Cut costs by 15% and maintained stable margins with strict financial controls and by negotiating pricing consistency for goods and services at 2008 prices.
- Delivered an additional 6% overall cost savings by introducing CAD 2009 and Illustrator applications to improve productivity levels and project delivery times.
- Landed exclusive contract with Kole & Sons as one of the select few West Midlands design firms to stock Valerie Westwood's iconic wallpaper portfolio.

BUSINESS DEVELOPMENT & MARKETING INITIATIVES

- Doubled the client base from 20 to 40 in 2+ years by re-locating operations to the First Design luxury furniture showroom in Birmingham city centre.
- Expanded the service portfolio into the luxury transport verticals and partnered with 3 of best property agents in the region.
- Elevated company presence with BBD's web site, online store and First Design Centre showroom space as the driving force behind corporate branding efforts.
- Built social media capital via expanded web presence on LinkedIn, Facebook, Twitter and blog.

TEAM MANAGEMENT & DEVELOPMENT

- Introduced new staff bonus scheme, knowledge transfer and cross skilling sessions on sales techniques to ensure professional, well-rounded staff.
- Launched Student Mentoring/Development scheme with University of Birmingham to mould future design talent on a 1-year paid internship programme.

DESIGN PROJECT MANAGER ■ ALL POINTS BIRMINGHAM PROPERTIES (APB)

2003–2004

Handpicked by Managing Directors (MDs) straight out of university to spearhead diverse rental property refurbishment projects for this residential, retail and commercial property development company. Liaised with suppliers, independently managed 2 to 5 contractors/subcontractors and all resources to deliver highest ROI for strategic stakeholders. Functioned as main resource and go between for MDs and project teams in resolving design, space planning, construction and relationship management issues.

- Built a solid network of contacts with developers, suppliers, contractors, architectural firms, estate agents as well as interior design and landscape design professionals to gain industry access.

EDUCATION

BA (Hons) in Interior Architecture & Design (2.1), University of Birmingham (2003)—*Birmingham*

PROFESSIONAL DESIGN PORTFOLIO & OUTSTANDING REFERENCES AVAILABLE ON REQUEST

Best International Résumé:

Project Brief:

I was engaged by the client to craft his CV/résumé from the ground up as he had never felt the need for one until his recent company incorporation. Since his small but booming business had gained substantial growth through 80% referral business in just 6 years, he was looking to build strategic partnerships, create new business channels and increase his project deck by landing several board memberships to key industry affiliations and business leadership groups. To achieve this, the client invited me to sit down with him at home and in his design studio to get a true understanding of his design style, personality and commercial outlook.

After sitting down with him face-to-face, I not only felt it my duty to showcase his design flair, personal energy and business-savvy through words, but I saw the opportunity to demonstrate his creative push for excellence with the integration of key aesthetic elements as well. With that in mind, I advised the client to align his CV/résumé with that of his corporate ID and so obtained brand specifications from the his graphics department to unify everything from design, layout, images (all images on this fictionalized version have been replaced with public access photos), pantone colors and fonts with that of his existing communications.

I created the first page as a stand-alone document which the client can use for a quick professional overview of his talent and career achievements. He has already begun the networking efforts and has included copies within his portfolio, receiving positive feedback on his new, high-caliber personal marketing document.

Originally written in A4 format for this UK-based client, this resume has been adjusted for TORI Competition entry; British spelling elements remain.