

## Curriculum Vitae

### EMPLOYMENT

1996 - present day

- **Web designer**, freelance. For portfolio, see [www.michelleabadie.com](http://www.michelleabadie.com).
- **Book compiler, researcher, editor & designer**, freelance. For portfolio, see [www.michelleabadie.com](http://www.michelleabadie.com).

2010 - present day

- **Project manager / digital communications officer**, freelance. See 'selected projects' below.
- **Co-director/founder and project manager**, John Hinde Collection. See 'selected projects' below.

1994-97

- **Sub editor**, Emap Publishing (Media and Computing), London, freelance.
- **Project and research manager**, Emap Publishing (Media), London, researched and produced international media directories; managed and maintained database; collated listings for the company's weekly magazines, including Screen & Broadcast; worked with the publisher to identify opportunities for 'electronic' products; managed worldwide-based assistants and freelancers.

### SELECTED PROJECTS

- **Project manager, book designer, *You Are Not Alone - leaders for race equality, 14 stories from education***: my role was to liaise between the writers, the NAHT (Head Teacher's Union) and the legal team to produce the book. Self-published; 2021. The final phase will be building their online presence and community from scratch to help raise awareness of race equality within education.
- **Project manager, book designer, *The Bible Cookbook***: a book of invented recipes from the Bible by Nick Yapp with illustrations. I collated the illustrations, liaised between the illustrator, writer and editor, who were in different parts of the country. I scanned and cleaned up the illustrations before designing and laying out the book as well as making it print-ready. Self-published; 2020.
- **Web designer, Broadwindsor Parish Council**: this is an ongoing partnership - a WordPress website was built for a local Parish Council, which they could update themselves and be community-based. It is the online destination for the Parish for news, events and information, including regular updates of planning applications, minutes of meetings, etc. Over the years, I have done SEO and accessibility audits and appraisals to keep the website up-to-date with the Government guidelines as well as tidy up the front and back end of the site when necessary. ([www.broadwindsorgroup.gov.uk](http://www.broadwindsorgroup.gov.uk))
- **Project manager, book designer, compiler, editor, publisher, *John Hinde Collection (the book)***: a book of previously unpublished photographs. I market tested the book via social media, costed the project and decided to go ahead and print a short run. I curated, compiled, designed, laid out the book and made it print-ready; marketed the project via social media, print and online media and it sold out in 4 months. Self-published; 2018. Reprint extended version; 2020.
- **Co-founder, co-director and project manager, John Hinde Collection**: it is my responsibility to raise the awareness of John Hinde, the photographer, and his legacy. We exhibit and sell restored, limited-edition prints. I manage and market the photography collection to keep their profile in the printed & social media. The prints have been exhibited worldwide and we are the main provider of, and resource for, John Hinde information and images, including advice on television and radio programmes; 2010 - present day; ([www.johnhindecollection.com](http://www.johnhindecollection.com)).
- **Project manager and web designer, John Hinde Postcard catalogue website**: I designed and built the biggest online John Hinde postcard archive. The aim was to share resources, information and stories. I manage, update and market the website and provide an information and image resource; 2008 - present day; ([www.johnhindecollection.com](http://www.johnhindecollection.com)).
- **Project manager and compiler, *8000 years of wisdom***: I was asked to compile '8000 years of wisdom', a compilation of the memories and anecdotes of 100 international octogenarians. It was my responsibility to seek out relevant interviewees, conduct interviews, transcribe & edit their stories into a book. Participants included Patrick Moore, Nicholas Parsons, Tony Benn and Ian Paisley. Published by Accent Press; 2010. A percentage of the profits go to charity.

## SKILLS & EXPERIENCE

### WEB AND SOCIAL MEDIA SKILLS

- Fully experienced in designing and developing across web, tablet and mobile platforms, including coding, building and maintaining intuitive and user-centred websites;
- Excellent at working with and troubleshooting front end technologies such as HTML5 and CSS3;
- Many years of experience of using templated websites such Squarespace, WIX & WordPress as a website builder and CMS;
- Develop cross-browser and cross-platform compatible solutions;
- Research and write copy for SEO and advise clients accordingly;
- Fully understand current SEO techniques and best practices;
- Strong ability to interpret any brief creatively and translate rough ideas into working designs;
- Vast IT skills, including fully experienced in working with design tools such as Dreamweaver, Photoshop and InDesign, working knowledge of Fireworks and Flash, as well as many years' experience of administrative softwares such as Microsoft Word, Outlook, Excel and Acrobat;
- Strong understanding of current digital technologies and what is possible within a digital environment;
- Good understanding of web accessibility and usability issues, including the W3C accessibility standards and website best practice;
- Professional knowledge and experience in social media management and its integration to engage and grow audiences and drive traffic to and from social media platforms and websites;
- Good research skills for project planning and content sourcing in order to devise web strategies to increase traffic, improve user experience and raise the profile of and market projects and websites.

### PROJECT MANAGEMENT SKILLS

- Market and manage varied projects from initial idea right through to organising publicity and marketing (print and online);
- Seek, negotiate & promote exhibitions, including touring shows;
- Negotiate, check and write contracts;
- Rights and licence negotiation;
- Provide an information and image resource;
- Manage and employ assistants and freelancers that different projects may require;
- Manage workload, budgets, licence and freelance payments; ascertain and organise royalty payments; and book-keeping;
- Experience in creating and maintaining archives and mailing lists;
- Content, research and data management skills - proven ability to seek out information from a wide variety of sources then collate and present it in a relevant or requested format;
- Write press releases & supply press information.

### GENERAL SKILLS, VALUES & INTERESTS

- Many years of experience of digital and photographic imaging, illustration and restoration;
- Vast IT experience of working with many design and administrative tools, as mentioned above;
- Versatile with a great ability and desire to learn quickly and pick up new tools, softwares and technologies;
- Book production - research, editing, sub-editing, proof-reading, image selection, collating, designing, layout and print production, for handmade artists books as well as commercial books and book covers;
- Formidable organisational skills gained from over twenty years of organising data into a lucid, readable & findable form for print and online;
- Reliable, highly self-motivated, excellent problem-solving, multi-tasking and communication skills, inquisitive nature;
- Analytical with a meticulous attention to detail and an excellent eye for aesthetics, including layout, typography and colour theory;
- Adept at working on my own initiative as well as having collaborated successfully on many projects;
- Excellent time management and a proven ability to prioritise and thrive when juggling multiple projects;
- Work well to challenging targets with tight deadlines;
- A strong interest in design, the media, and the arts with regular visits to exhibitions (UK and overseas), including visiting every Venice Biennale Art since 2003.

## BOOKS AND MEDIA

### BOOKS

- Project manager, designer, *You Are Not Alone - leaders for race equality, 14 stories from education*. Self-published; 2021.
- Project manager, designer, *The Bible Cookbook*; a book of invented recipes from the Bible by Nick Yapp with illustrations. Self-published; 2020.
- Project manager, designer, compiler, editor, publisher, *John Hinde Collection (the book)*; a book of previously unpublished photographs. Self-published; 2018. Reprint extended version; 2020.
- Five images from John Hinde Collection included in *London, Portrait of a City*, photographs of London from collections such as Getty, David Bailey, Bill Brandt; published by Taschen; 2012; reprint limited-edition book; December 2012, including two limited-editions prints from the John Hinde Collection;
- Project manager and compiler, *8000 years of wisdom*; a compilation of the memories and anecdotes of 100 international octogenarians; collaboration with Mike Cast; published by Accent Press; 2010;
- Project manager, co-compiler, designer, *Nothing to write home about*, a book of John Hinde Ltd postcards and their messages, which celebrates the heyday of the British holiday postcard; collaboration with Sue Beale; published by The Friday Project; 2007;
- Designer, *The Chegford Variations* - works by Steven Marshall. An artist's catalogue; designed for Galleria D'Arte L'Occhio, Venice; published in conjunction with Steven Marshall's solo show; 2007;
- Designer, *Villa Mona* - photographs by Marjolaine Ryley; collated and published by Trace; 2006;
- Designer, *imagine finding me* - photographs by Chino Otsuka; collated and published by Trace; 2006.

### SELECTED PRINT AND ONLINE MEDIA

- Metro, 2019;
- Evening Standard, 2019;
- FStop Magazine, 2018;
- The Sun, 2018;
- British Journal of Photography Online, 2018;
- Guardian, 2018; 2017; 2015; 2013;
- CNN World, 2013;
- The Sunday Times; colour supplement, 2013;
- The Daily Telegraph, 2013;
- The Independent, 2011;
- British Journal of Photography, 2011, endnote;
- Time Out, 2007;
- The Daily Express, 2007.


### INSTAGRAM / TWITTER TAKEOVERS


- Spectrumlab Fine Art Photographic & Giclée Printing. Professional Print Finishing & Mounting; 2021
- Ireland. An account curated by a new person each week with upwards of 77k followers. November; 2020
- Float Photo Magazine, USA. A photography magazine based in USA with upwards of 16k followers; 2018
- The Photographers' Gallery, London, with upwards of 267k followers; 2017.


### TELEVISION

- *Britain in Focus*, a BBC programme, which included John Hinde, showing him as a pioneer in colour photography. John Hinde Collection advised and supplied images; 2017 (John Hinde Collection);
- *The One Show*, August 2011 (John Hinde Collection).

### FURTHER INFORMATION

 @majandmaltby

 @majandmaltbydesigns

 [linkedin.com/in/michelleabadiewebdesign](https://www.linkedin.com/in/michelleabadiewebdesign)

**Please ask for references if required.**