matt howard

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🌐 matthoward.co.uk

in Linkedin

Skills

MS Office

PowerPoint
Word
Excel
Outlook
Sharepoint
Stream
Forms
Teams

Adobe Creative Cloud

Photoshop
Illustrator
InDesign
Premier Pro
After Effects
Audition
Acrobat Writer
Captivate
Firefly

Apple Applications

Garageband
iMovie
Keynote
Pages
Numbers

GenAI & Other Tools
ChatGPT
MidJourney
Wordpress
Monday.com
Writer.com
Wix.com

Interests & Hobbies

Music, Website Design, Technology & Gadgets, Travelling, DIY & Gardening.

Online portfolio

For samples of work, visit:
matthoward.co.uk
for more details.

Innovative and results-driven Brand and Creative Manager with 20 years of experience in Consulting and B2B marketing, specialising in digital, social, and omnichannel brand strategies. Adept at shaping global brand identities, integrating emerging technologies like Generative AI, and collaborating with leading partners (e.g. Adobe, Microsoft) to safeguard and elevate brand integrity. Proven expertise in delivering scalable creative solutions that translate business objectives into cohesive, high-impact brand experiences.

Career Experience

Freelancing
July 2025 - Present

- Supporting multiple startup consulting firms with brand design, website design and setup, MS Office templates and Marketing Materials.

Accenture - Global Brand Management - Brand Associate Manager
September 2022 - July 2025

- **Strengthened Global Brand Positioning:** Contributed to Accenture's BrandZ ranking improvement from #22 to #20 through strategic refinement of global brand guidelines, ensuring consistent and compelling brand expression across 700,000+ users
- **Brand Integrity Through Innovation:** Integrated Generative AI into brand workflows, including content generation for Accenture's internal ChatGPT system (Amethyst), brand asset training using Adobe Firefly, and collaboration with Microsoft to embed brand-consistent outputs into Copilot experiences
- **Strategic Creative Enablement:** Led the development of a comprehensive Brand Kit to ensure accurate and efficient brand application across digital tools, platforms, and creative assets globally
- **Cross-Functional Leadership:** Directed multidisciplinary teams across Marketing, Technology, and agency partners to deliver unified brand campaigns and creative executions aligned with enterprise goals
- **Vendor and Asset Management:** Oversaw licensing and brand asset governance in partnership with key vendors, including Adobe, Getty and BulletproofBear to maintain brand consistency across all creative tools and outputs
- **Sustainable Brand Expression:** Launched Accenture's first global sustainable branded merchandise shop, achieving a 20% cost saving while enhancing alignment with ESG and brand reputation initiatives

BCS Consulting, part of Accenture - Creative Services/Acquisition Support
April 2022 - September 2022

- Supporting BCS Consulting transition into Accenture and rebranding Templates, Website etc.
- Training all new joiners in PowerPoint
- Continuing previous role responsibilities

BCS Consulting - Creative Services Manager
July 2013 - April 2022

Production / Corporate Design
- Managing the day-to-day activities around our Go to Market pipeline, ensuring all content is delivered on time and within budget
- Led a total refresh of brand templates - briefing, managing and developing new PowerPoint template designs positioning the business in a digital world
- Actively manage relationships with a series of external agencies and partners to deliver quality work
- Responsible for creating and maintaining our external website, SharePoint and developing content that is shared across social media channels
- Create and manage conference collateral and appearances , working with external agencies and suppliers
- Reviewing and assisting in development of all proposals 'RFPs', being the overall brand guardian to outputs
- Responsible for managing and delivering all creative assets in line with brand guidelines.
- Support the development and rollout of a new Value Proposition for the business - Expect Excellence
- Creating and overseeing production of all Blue Riband corporate events so that they deliver our brand experience
- Creating high end presentations for the CEO and senior board members offline and online in video or podcast formats
- Responsibility for introducing our brand and brand guidelines to all new joiners to the business

Training
- Creating & Delivering PowerPoint training to 250+ employees either by 1-1 or by classroom groups.
- Designing the look and feel of all New Joiner, New Manager, Business Development training

KPMG - Create – Quality Assurance & Regional Trainer
August 2011 – July 2013

Create – Quality Assurance & Regional Trainer
Corporate Design
- Working with KPMG's design team and global branding, evolving the templates, ensuring quality is applied amongst our team of 40 staff
- Managing the teams SharePoint site and creating a directory of tools for the company on a global scale

Training
- Traveling the whole of the UK deploying PowerPoint training to over 750 Business Support employees

PwC
Nov 2010 - July 2011

Brand & Design Manager for PwC's Design Centre/Acquisition Transaction Support
Corporate Design
- Worked with PwC's Design team on transition to the new brand and rebranding of Diamond to Diamond Advisory Services

Other
- Worked with PwC on Acquisition of Diamond and supported transaction activities

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Diamond Management & Technology Consultants
2004 - 2010

Corporate Design Co-ordinator for UK, India, and USA & IT Manager for UK Office - Promoted to IT Manager as well as continuing duties within corporate design

Corporate Design
- Oversaw all document proposals and business development collateral and delegated requests to the Desktop Publishing Group in India and Chicago
- Designed & Created Global PowerPoint & Word templates for the entire firm, along with key event templates 'All Hands'
- Created all of London based marketing materials such as adverts for corporate events and designing an entire book launch 'IT Savvy' from billboard posters to event booklets
- Designed Diamond London's corporate brochure for 5 years along with recruitment brochure and whitepaper production
- Designed Diamond's recruitment stand
- Running the UK stand for the USA recruitment fair, theming and designing interactive DVDs, presentations and stand production
- Creating Podcasts for recruitment events doing end-to-end production and launching on Apple Music

Training
- Delivered training to London, India & Chicago based colleagues (MS PowerPoint & Word Specialist)
- Running a large PowerPoint Training Class for the UK and US Office teaching all levels

IT
- Support laptops and desktops combining (Windows and Mac Operating systems). Visit users on and off-site during normal business hours as well as significant after hour's emergency support
- Develop, administrate and support the London network, servers and telecom infrastructure under the direction of corporate technical staff in the Chicago Office
- Support mobile phones, smart phones, & tablets, mobile Internet for London and visiting users
- Maintain vendor relationships with supplier of London IT and telecom equipment and manage purchasing and asset management for the London Office
- Participate in Global Infrastructure Development projects & Disaster Recovery procedures for the Office

Other
- Assist the Office Manager with maintenance of the London Office and other office facilities projects

Education & Training

2022 - 2025 Accenture
Technology Quotant (TQ) Training Courses
Generative AI
Automation
Blockchain
Cloud
Agile & DevOps
5G & Edge Computing
Enterprise Platforms
XR and the Metaverse
Quantum Computing

2013 - 2022 BCS Consulting
Adobe Certified Associate (ACA) in Premier Pro, Indesign, Illustrator, Photoshop
St John's Ambulance - First Aid in the Workplace
St John's Ambulance – Fire Marshall

2000 – 2010 - Diamond Management & Technology Consultants
New Horizons Training – Train a Trainer
New Horizons Training – Adobe Illustrator, Photoshop 7, CS1-CS5
New Horizons Training – Adobe Dreamweaver, Fireworks, Flash, InDesign, Quark Xpress
New Horizons Training – MS Office, Visio, Project, PowerPoint Advanced Training to Train
Microsoft Certified Training: Planning, Implementing & Maintaining a MS Windows Server 2003
Active Directory
Apple Certified Training: ACSP – Apple Certified Support Professional 10.6 (Snow Leopard)

St John's Ambulance - First Aid in the Workplace
St John's Ambulance – Fire Marshall

1996 - 2000 South East Essex College, Southend-On-Sea, Essex
GNVQ Intermediate in Media, Communication and Production – Pass with Distinction
GNVQ Advanced in Media, Communication and Production – Pass with Distinction

1991 – 1996 Furtherwick Park School, Canvey Island, Essex
9 GCSE's Including, English Language, English Literature, Maths, Art & Design, Business Studies, Double Science, French, Social Science.
RSA – Computer Keyboard Skills 100% accuracy

References

Available on request.