



Corporate Prospectus

**Advertising
Consultancy
Graphic Design
Film Productions
Marketing
Media Solutions**





Mad Hatter Productions is a fictional company representing the 3rd year Business and Marketing Student **David Hutter**.

This brochure is designed to highlight the **15 core characteristics** that define the brand's distinctive quality through **many examples**.

Furthermore, it is part of a **larger product**, our corporate website www.davidhutter.com with our **film, media and design portfolio**.

"You prove your worth with your actions, not with your mouth."



An official entry of

able

able /'eɪb(ə)/ *adj.* **1** having the capacity or power **2** having great ability; clever, skilful.



A-level grades: Maths (B) English (B) Biology (B) R.E. (B)
Diploma in Christian Leadership Skills (OCR accredited)
Canterbury Christ Church University: BSc Business & Marketing
Project Management Key Skills Certificate
Chartered Institute of Marketing: Student Chapter Committee
Cambridge-MIT Entrepreneurship Certificate
German: fluent, **French:** basic
Driving Licence: Car, Motorbike

**"It's up to you to decide what to do with
the time that is given to you."**

creative

creative /kri:'eɪtɪv/ *adj.* 1 inventive and imaginative. 2 creating or able to create.



*Filming, editing,
art work and
distribution of
Live Concert DVD*

**Now released
on DVD!**

*(including one
hour of Special
Features!)*

**"You can't use up creativity.
The more you use, the more you have."**



Surprise birthday party
for my girlfriend with a room
filled **with 2000 balloons**



dreaming

dreamy /'dri:mi/ *adj.* (dreamier, dreamiest)
1 given to day-dreaming; fanciful; unpractical. **2** dreamlike; vague; misty. **3 colloq.** delightful; marvellous. **4 poet.** full of dreams

**"All our dreams can come true if we have the
courage to pursue them. - Walt Disney"**



Candle light dinner for my
girlfriend **on church tower**

"More people fail for lack of encouragement than for any other reason."



Initiating and executing a mini rock festival for several youth groups from our area.

enable /i'neɪb(ə)l/ *v.tr.* 1 (foll. by to + infin.) give (a person etc.) the means or authority to do something. 2 make possible.

enabling



experienced

experienced /ɪkˌspɪəriənst/ *adj.* **1** having had much experience. **2** skilled from experience (*an experienced driver*).

Personal Selling (self-employed, trying to set up own business)

Sales team experience: Merlin Toys - selling to nurseries and schools

Presentations unlimited (Marketing work-experience)

Westcountry Cases plc: Two week work placement

Database Marketing using Really simple systems (RSS)

Branding workshop for Thales Research, Reading

Purchase of lists for Direct Mail Campaigns

3 week **retail management work experience** (CLC bookshop)

MERLIN

PRESENTATIONS
unlimited

Westcountry *Cases*

CLC Christian Literature
Crusade Bookstores

THALES

**"Opportunities multiply
as they are seized.**

- Sun Tzu"

global

global /'gləʊb(ə)/ *adj.* 1 worldwide (*global conflict*). 2 relating to or embracing a group of items etc.; total.

"The great barriers are no longer distance, cost, or transportation. The only barrier is the way we think."



www.davidhutter.com



innovative

innovate /'ɪnə,veɪt/ *v.intr.* 1 bring in new methods, ideas, etc. 2 (often foll. by *in*) make changes

3D models created by David Hutter with industry standard Autodesk 3d Studio Max 9 modelling software.



“You can judge your age by the amount of pain you feel when you come into contact with a new idea.”



leading

lead /li:d/ *v. & n.* **1** guide by persuasion or example or argument. **2** be in charge of. **3** direct by example. **leader** /'li:də(r)/ *n.* **1** a person or thing that leads. **2** a person followed by others.

2005/06: Evangelism
(ie. Marketing) **Coordinator**
2006/07: Vice-President

The Canterbury Christian Union
Committee 2005/06:



**"Our destiny is not based on the chances we take,
but on the decisions we make."**

**"You are the only
person on earth
who can
use your
ability."**



musical /'mju:zik(ə)/ *adj. & n. - adj.* **1** of or relating to music. **2** (of sounds, a voice, etc.) melodious, harmonious. **3** fond of or skilled in music. **4** set to or accompanied by music.



musical



Recorder (not too difficult... ;)

Piano (Grade 7)

Acoustic Guitar (Chords)

Electric Guitar (Riff & Solo)

Bass Guitar (Band experience)

Church Organ (Grade 8)

Trumpet (three years in choir)

Drums (basic rhythms)

Song recording (see website)

**"Build bridges instead
of walls and you will
have a friend."**

Cawthon
entertainment

Networking with various
organisations to **promote,**
distribute and translate
Cawthon entertainment films
across Germany and the UK.

networking

network /'netwɜ:k/ *n. & v.* **1** a group of people who exchange information, contacts, and experience for professional or social purposes. **networker** /'net,wɜ:kə(r)/ *n.* **2** a member of a professional or social network





organised

organize /'o:g3,naiz/ v.tr. (also -ise) **1a** give an orderly structure to, systematize. **b** bring the affairs of (another person or oneself) into order, make arrangements for (a person.). **2a** arrange for or initiate (a scheme etc.). **b** provide; take responsibility for.

Organising and running
**Christian Union weekend-
away** (November 2006,
96 people, £4000 budget)



“Maturity is the acceptance of responsibility.”

Programming of computer game **(over 18 months in development!)**

“Success comes before work only in the dictionary.”



patient

patience /ˈpeɪʃ(ə)ns/ *n.* **1** calm endurance of hardship, provocation, pain, delay, etc. **2** tolerant perseverance or forbearance. **3** the capacity for calm self-possessed waiting.



practical

practical /'præktɪk(ə)/ *adj. & n. - adj.* 1 of or concerned with practice or use rather than theory. 2 suited to use or action; designed mainly to fulfil a function. 3 (of a person) inclined to action rather than speculation, able to make things function well.

"Keep your feet on the ground but let your heart soar as high as it will."



Loft conversion: design of bedroom, building work & carpentry

team-working

teamwork /'ti:mwɜ:k/ *n.* the combined action of a team, group, etc., esp. when effective and efficient.

Leading a team of students to plan and organise the **Christian Union Activity and Missionweek** (up to 200 people at several events).



"Somedays you're the bug - Somedays you're the windshield."



"A picture speaks more than a thousand words."



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*Training dates 31st December 2006. Booking reference 440746

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real training™
confidence through competence

Graphic design skills based on a working knowledge of a variety of industry standard software packages:

visual

visual /'vizjuəl/ *adj. & n. - adj.* of concerned with, or used in seeing. - *n.* (usu. in *pl.*) a visual image or display, a picture.

Adobe After Effects
Adobe Premiere
Dreamweaver
Macromedia Flash
Illustrator
Photoshop
QuarkXPress

For more info please visit
www.davidhutter.com



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