

Martin Gelder: Consultant / Lecturer / Writer

Curriculum Vitae

Address

21 Edgeborough Close, Kentford
Newmarket, Suffolk
CB8 8QY, United Kingdom

Telephone: +44 (0) 1638 750902

Email: Martin@RedLeg.co.uk

Internet: www.RedLeg.co.uk

Education - Summary

Cambridge Regional College: DTLLS: Level 5 Diploma in Teaching in the Lifelong Learning Sector

Sheffield Hallam University: Computer Studies

North Wirral College of FE: Mechanical & Production Engineering

Calday Grange Grammar: O'Level English, Maths, Physics, French, Tech Drawing, Art, Geography

Interests

Reading, media, motorcycling, respite foster care. Holder of enhanced DBS certificate.

Employment History

RedLeg Interactive Media

October 2002 – Present: Self Employed

Writer, photographer and interactive media consultant. Running RealClassic.co.uk, the UK's most-visited classic motorcycle website, working as a freelance journalist and photographer, providing consultancy to small business clients, contributing to classic motorcycle magazines.

Cambridge Regional College

November 2008 – July 2015: Lecturer, Part Time

Course leader / lecturer on full time two-year BTEC Level 3 Interactive Media Production course, aimed at 16-19 year olds. Designed and implemented course materials based around BTEC and Edexcel standards and curriculum. Also lecturing in other media subjects such as marketing and PR, writing copy, working freelance, etc. I was also the course leader / tutor on the BTEC Level 2 Creative Media course for three years. Responsibilities included rewriting course assignment packs to better suit student audiences and better integrate units for more effective delivery.

FG Sport Group Srl

January 2003 – December 2007: Consultant / International Press Officer

Initially working for Octagon Motorsport then latterly FG Sport as International Press Officer for the motorcycle World Endurance Championship, designing and managing the championship website and producing press, media and marketing materials for the championship. In 2006 I was also employed as a consultant on the SBK.tv website, and in 2007 as a consultant coordinating the SBK online presence.

Central Office of Information

December 1999 – October 2002 : Head of Digital Media

Manager of digital media production resource for the Government's Communication Agency, reporting to Divisional Director. Responsible for recruitment, establishing strategic direction and working standards / procedures. Consultant for many internal and external clients. Chair of Government Internet Forum.

RedLeg Interactive Media

April 1997 – November 1999: Self Employed

Interactive media consultant: Clients include Abbey Road Interactive, Fruition International, Institute of Direct Marketing, Royal Aeronautical Society, etc. Regular contributor to a number of magazines.

Psygnosis Limited

December 1997 - April 1998: Programming Manager

Managed team of 28 programmers, developing games software for PC and PlayStation. Also managed Game Engine programming team. Responsibilities included day to day and strategic management, recruitment, staff development, etc.

Real World Multimedia

April 1995 - March 1997 : Manager

Responsible for all interactive entertainment product development at Peter Gabriel's multimedia studio, reporting to Director of Operations. Managing and working with internal teams and external suppliers to deliver award winning and innovative projects.

Electronic Sound & Pictures (ESP, EXP)

August 1992 - March 1995: Producer

Responsible for production of interactive music projects on several CD-ROM based delivery systems. Managed "Music Products" team. Programmed CDi and 3DO projects in C and C++.

The Moving Picture Company

June 1986 - July 1992: Software Manager

Design and production of interactive video programmes for eLearning / Computer Based Training, etc. Worked closely with clients and video production staff, produced software libraries and tools.

Plessey Telecommunications

July 1985 - May 1986: Software Engineer

Writing software for ISDX digital telephone exchanges, working in Assembler and C on proprietary chipsets.

Epic Industrial Communications

June 1984 - June 1985: Interactive Video Specialist

Programming interactive video projects, working in Pascal on IBM PCs and Microtext and BBC Basic on BBC Micros.

Open University Institute of Educational Technology

February to August 1983: Industrial Placement Student

Writing software for early computer aided learning interactive video projects, programming in BBC Basic on BBC Micro and Pascal on Apple IIe systems.

Simon VK

Sept 1977 - Aug 1981: Production Engineer / Apprentice

Producing engineering drawings, programming CNC machine tools.

Award Winning Multimedia Programmes

RealClassic.co.uk – Independent classic motorcycling website

Hitwise Top 10 Website: 'Automotive – Motorcycling' October 2006 to June 2007

Manager / Designer and Co-Owner

Police Could You – eMC Saatchi / COI Communications / Home Office

Cannes Lions - Cyber Gold, Cannes International Advertising Festival 2001

Head of Digital Media

Eve - Real World Multimedia / Starwave

Milia d'Or - Overall Winner, Cannes Multimedia Festival 1997

Production Manager

Eyewitness Testimony - British Museum of Natural History / Moving Picture Company

BIMA Gold Award 1989 - Point of Information Category

Produced all software, co-designed content and interface