

# Bullet bio

## **Bulletpoint - creative director, branding expert, design and marketing adviser**

*Paul Kerfoot has 30 years experience in design and creative industries:*

- Monkey marketing - Bradford Donut Day - launch celebration to coincide with The Broadway, Bradford (Nov 2015)
- Freelance dot joiner - develop, inspire and empower strategic partnerships - content creation and delivery (2015)
- World class production - specialist marketing and communication - engineering/manufacturing sector (2015)
- Rising Stars & Bradford Kickstart - project manager and print manager - professional services supplier (2008-14)
- One-to-one business adviser - design/branding/marketing - Business Link, West Yorkshire (2008-2010)
- Approved marketing supplier for Business Link (1997-2010)
- Innovation, enterprise and small business of the year - runner-up in three categories - Regen2000 (2006)
- Yorkshire Forward - top 8 design agency (2005)
- Bulletpoint - designers, bright sparks and branding experts - Bradford (1989-present)
- Ryder Stone - graphic designer and magic marker visualiser - Leeds (1986-89)

## **Bulletman - motivational speaker, communication enter-trainer, enterprise champion**

*Career highlights include:*

- Guest appearances on BCB Radio, Bradford's award winning station (2015) and radio show presenter (2016)
- Motivational speaker - This Way Up (keynote) - Yorkshire Business Conferences and CIPD events (2013-16)  
Tailored topics include: Happiness, work-life balance, leadership, feedback, relationships and communication
- Inspirational speaker - TEDx, PSA Mega, PechaKucha, Bettakultcha - Inc. motivational comedy events
- Speaker for schools - launch and celebration events for students and parents, NQT and CPD staff events
- Member of the PSA (Professional Speaking Association) - The Bulletman (2011)
- Mentor for Be Involved - via Bradford Chamber (2011)
- Guest appearance on BBC Yorkshire - Spending Review, The Look North Debate (2010)
- Brand not Bland - branding masterclass and design workshop - Chambers of Commerce / Business Link (2006-9)
- BTEC HND in Audio-Visual Design and Communication (AV) - Batley Art College (DABTAC) (1986)
- Won a Blue Peter runner-up badge - prior to eight 'O' levels - Heckmondwike Grammar School (1977-82)

*Education highlights include:*

- Jobology™ - life-changing classroom activities for schools - creative resource tools for inspiring teachers (2015/16)
- Work the World - your learning journey into the world of work - Jobology™ primary pilot for Early Years 4-6 (2015/16)
- Future - alternative (life-changing) careers guidance for young people - Jobology™ CEIAG for Years 8-9 (2014-16)
- Amazon No.1 education eBook published co-author - bad behavior, how to avoid boredom in the classroom (2015)
- Young Confident Club - unlocking the skills of presentation mastery - launch event (2015)
- Enterprise champion - four days teaching in a Bradford Secondary High School - Jobs of the Future, Year 8 (2014)
- Enterprise facilitator - workshop design and classroom delivery - E3 Bradford (2013)
- Take the Stage - a guide to speaking and presenting in schools - for business leaders and entrepreneurs (2013)
- The 7 Keys to Success - interactive workshop for secondary schools (2010-13)
- National quality standard for work experience - Be Enterprising (2010)
- Supplier for Education Bradford, EBP, NEN (1999-2010) and Bradford MDC / SERCO (2006-10)
- DYO - Design Your Own Superhero - Cape UK / Creative Partnerships / Rastrick High School (2010)
- DYO - Design Your Own Magazine - award-winning work experience project – Inc. SKY Teachers TV channel (2007)
- Designers of the Future - a talk about creativity and 30 years in business - career spotlight session (2006-present)
- Special award - outstanding contribution and support to Education Business Links (2006)

Paul (The Bulletman) Kerfoot Tel: 07785 777829 Email: [paul@bulletpointdesign.co.uk](mailto:paul@bulletpointdesign.co.uk) or [hello@thebulletman.co.uk](mailto:hello@thebulletman.co.uk)  
Twitter: [www.twitter.com/TheBulletman](http://www.twitter.com/TheBulletman) Web: [www.bulletpointdesign.co.uk](http://www.bulletpointdesign.co.uk) and [www.thebulletman.co.uk](http://www.thebulletman.co.uk)