

SANTA CLAUS



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SUMMARY

I am a seasoned global logistics executive with a 300-year track record. I work at the highest level to ensure consistent delivery every time. I take enormous pride in the holiday season customer experience and through my efforts, strive to ensure that the joy of giving and receiving stays relevant in our digital age. I enjoy working with animals, children and elves.

I am also lucky enough to have a very recognizable personal brand which has led to a lot of work in advertising and image licensing, for greetings cards in particular. I was keen to take control of my personal brand online and also increase my career networking opportunities by building my own VisualCV, after all, no-one's job is guaranteed 100% these days.

PORTFOLIO



The Naughty List



Raymond Briggs

PORTFOLIO



Christmas Card



Rudolph



Brand licensing

Advertising Frontman for Coca-Cola

Global Logistics Executive

As early as 1773, my name appeared in the American press as 'St. A Claus', but it was thanks to author Washington Irving that information about me really got into the public domain. In his History of New York, published in 1809 under the pseudonym Diedrich Knickerbocker, Irving described my arrival on horseback each Eve of St. Nicholas. I became a fully-fledged American when in 1823, another writer, Clement Clarke Moore composed a poem called 'The Night Before Christmas.' He included details of the names of my reindeer.

Here's an extract:

He had a broad face and a little round belly,
That shook when he laughed, like a bowl full of jelly,
He was chubby and plump, a right jolly old elf,
And I laughed when I saw him, in spite of myself;
A wink of his eye and a twist of his head
Sood gave me to know I had nothing to dread

In 1931 I starred in a series of illustrations and advertisements for the Coca-Cola company which were master-minded by Haddon Sundblom.

Sinterklaas

European Logistics Executive

After the Reformation, my European popularity as St. Nicholas dwindled except in Holland where the spelling of my name Sint Nikolaas became Sinterklaas. Dutch children would leave their wooden shoes by the fireplace and I would reward them by tucking treats in for them to find. This position lasted until the 17th century when the Dutch colonists took me to America where my name became Claus.

Bishop Nicholas of Smyrna

Church

I was born in 280 AD in Patara, Turkey where I became known as St Nicholas. My original training was in the church as a Christian priest (I later became a Bishop). My nickname was 'the giver of Myra'. I gave gifts at nighttime so that my identity would remain a secret. Back then I would travel the country visiting and helping people who were much less well off.

Chimney entry & exit

This is a pretty unique skill that I have honed in the last 900 years. It has become the easiest way to get in and out of the delivery address with minimum disturbance for the customer. It can be particularly gratifying when I find a plate of cookies, a glass of milk (or a nip of sherry) waiting for me.

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Driving a flying reindeer sleigh

I hold a full flying licence (nighttime a specialty) and work in a tightly-knit team with my reindeer; Dasher, Dancer, Prancer, Comet, Cupid, Donner, Blitzen, Vixen and of course, later addition, Rudolph. I have 31 hours to work with to deliver all the presents, thanks to the different time zone rotation of the earth.

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