

# David Betts

Email: [david@justaddavid.co.uk](mailto:david@justaddavid.co.uk); Mobile: 07585 939281; Nuneaton Based



My drive comes from being genuinely passionate about what I do. Whether I'm writing novels or designing experiences, when my mind acquires a target, it is relentless in its creative pursuit. I am seeking a position that allows me to spark off others, as well as creating my own imaginative concepts. You can see some samples and reviews of my project work & an alternative CV article at [www.justaddavid.co.uk](http://www.justaddavid.co.uk)

## Professional Experience:

### **Director and Owner;** House of Escapes Ltd, House of Games Ltd, TimeSquared Ltd (Oct 2017 to Mar 2023)

As Creative Director, the main focus of my job was on the creative aspects, particularly game design. Game design here fused escape room puzzles with mystery and crime solving including a "real-life" feel police investigation and collaborating on a murder mystery evening. As well as helping transform the genre of escape rooms into a soft-skills training tool for TimeSquared, I have expanded my escape game design skillset by learning prop building, in particular carpentry. I also enjoyed doing some 3D design, modelling and printing of props. I performed a battery of character acting for our escape game Conspiracy, and in one video, can be heard as 3 different characters. In taking care of the day to day running of the business, I was responsible for sales and marketing, hosting of private parties and corporate clients, management, training and recruitment.

### **Director and Owner;** Escapism (July 2014 – Oct 2017)

Escapism was initially opened under the umbrella of David Caspian Ltd as a side-line. I both designed and helped build the Escape Room from start to finish and then ran the business including hosting corporate and private parties; operating the games; recruitment, management & training; marketing & administration. As part of the marketing, I put together promos in Photoshop and also built trailers from storyboard to production, filming and edit in Premiere Elements. In 2017 I went into business with my wife, and Escapism thus transitioned into House of Escapes, a company we both owned.

### **Children's Entertainer;** Mr MagiClumsy (Jan 2017 – Aug 2018)

Working as a children's entertainer doing comedy magic both for private parties and corporate clients such as Namco.

### **Magician;** Silva Costa (Mar 2017 – July 2017)

I developed a series of custom effects as part of a marketing campaign to launch a branch of their franchise, using magic to highlight products & raise awareness.

### **Professional Illusionist;** David Caspian Limited (Nov 2012 - Jan 2017)

Performing around the UK for a variety of agencies as an Illusionist or Presenter. Clients included LinkedIn, The Brewery in London, and The Magical Journey at the Belfry Hotel amongst others. I was also the Resident Children's Entertainer at Alton Towers for the summer season in 2015 where I performed magic and entertained both children and adults at the family shows within the 2 main resort hotels. This involved strict time management to meet the tight deadlines between the shows. As part of the marketing strategy I developed various 'stunts' including a viral online campaign (successfully capitalising on an opportunity that arose) as well as working with West Midlands Police on a pick-pocket awareness stunt.

### **Entertainment Manager;** Hemsby Beach Holiday Park – Richardsons (Mar 2012 – Oct 2012)

Organising and running the day to day activities during the summer season for the guests and managing the team of 3 members of staff. I was also responsible for marketing events and ensuring footfall with advertising.

### **Director and Owner;** Office Menu Ltd (Mar 2011 – Feb 2012)

Set up and ran a small chain of cafes serving food to businesses. Duties included all aspects of management including procurement, PAYE, staff recruitment and training as well as day-to-day operations. Marketing strategies included flyer and poster campaigns, interpersonal relationship development & competitions with prizes garnered from brands I sold.

### **Professional Illusionist;** Self-Employed (Mar 2004 – Mar 2011)

Working as a professional Illusionist and Entertainer across the UK and Overseas including responsibility not only for designing, organising and running gigs and shows, but also training and managing assistants and stage hands for each show. In summer 2004 I was the Resident Illusionist at the Apollon Theatre Bar in Turkey. I then spent 5 years in Dublin, where I was resident at several big named Dublin venues predominantly doing close up magic. This was followed by a summer season in Corfu at BED Bar where I performed a regular Live Stage Illusion show. During this period I also worked at Area 51 entertainment agency, running online marketing, developing characters, performing magic and illusion as one of their artistes and helping co-ordinate performers both in the office and at events.

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## **Hobbies and Interests:**

I am an avid creator, reader and writer, moviegoer, heist-drama fan and 'modern' board-gamer. These passions have led me to become a published fiction author and I'm currently working on three further books, two board games and an online mystery-solving collective. At present I have channels on Tiktok and Youtube, which are run purely for fun, offering ADHD related humour. I am fuelled by creativity, with a real affinity for nostalgic association, wordplay and emotional connectivity.

## **IT Knowledge and Training:**

Microsoft Office 365, Asana, Adobe Photoshop, Adobe Premiere Elements, Adobe Express, Canva, Digital Marketing Experience, Sketchup 3D design, currently learning Adobe illustrator. Love learning and will happily train to make myself more of an asset. Active user of LinkedIn, YouTube, TikTok with experience of Facebook and Instagram.

## **Education and Qualifications:**

Rhyn Park Secondary (1988-1992). 10 GCSEs including C's in English, Maths and Sciences;  
Shrewsbury College (1992-1994). BTEC Nat. Diploma in Hotel & Catering PASS;  
Basic/Intermediate Food Hygiene – PASS; Drivers License – Full UK – Clean & Current; DBS Check – Clean 2019;