

Curriculum Vitae

Skills

Graphic Design	Marketing Coordination	Adobe Photoshop	Microsoft Excel
Brand Development	Studio Managment	Adobe Illustrator	Microsoft PowerPoint
Illustration	Social Media Managment	Word Press - Elementor	WorkFlowMax
Copywriting	Electronic Direct Mail	Adobe Premiere Rush	HubSpot
Web Design	Video Editing	Canva	MailChimp
Account Management	Adobe InDesign	Microsoft Word	

Relevant Work History

Brand Manager – Multihull Solutions & The Yacht Sales Co Dec 2020 – Present (3 years)

Multihull Solutions and The Yacht Sales Co are Asia Pacific's industry leaders offering new and pre-owned sales of the finest brands of power and sailing yachts. As their Brand Manager I oversaw and implemented all aspects of their branding across the Asia Pacific region. This included representing ten prominent yacht brands and fifteen sales centers in nine countries.

This role required an enhanced ability to provide high level design, art direction and communication to support the vision, mission and strategy of the business. I did this through:

- Managing a large volume of work, maintain priorities, and meet tight deadlines.
- Ensuring consistency design throughout the Asia Pacific region for all branding
- Design and coordination of production of all signage and print collateral throughout the Asia Pacific region
- Content development, planning and scheduling for Social Media and Electronic Direct Mail
- Event management and design
- Print and digital advertising
- Video editing

Senior Graphic Designer – Chilli Group May 2013 – Dec 2020 (7 years 8 months)

Chilli Group is a marketing agency that has been on the Sunshine Coast for 25+ years. As the Senior Graphic Designer there, my tasks were wide and varied. Not only was I responsible for graphic design and big idea concepts across digital and print, but I took on roles across the entire marketing agency spectrum.

I worked closely with clients to develop copy and their unique voice.

- Created and coordinated print and digital campaigns
- Marketing Workshops
- Developed and coordinated email and SMS campaigns
- Designed and built websites
- Wrote scripts, created storyboards, sourced talent and directed TVCs, photoshoots and videos
- Mentored several new designers, offering art direction and encouragement

Art Director – MUDL Magazine Mar 2011 – Jul 2013 (2 years 5 months)

At MUDL Magazine I helped launch South Africa's first-ever mixology magazine.

I was the Lead Designer and Art Director and was responsible for scheduling photo shoots, print runs and independently conceptualising and designing each issue of the 140-page quarterly magazine, yearly annual, pin-up calendar and marketing material.

**Art Director / Studio Manager – Kreate Brands
Feb 2011 – Dec 2012 (1 year 11 months)**

Kreate Brands was an importer of cocktail mixes and the sister company of MUDL Magazine. I was initially employed for Kreate Brands and then given the extra role at MUDL after proving myself and my abilities.

I was the sole designer for both Kreate Brands and MUDL Magazine until the second issue of MUDL was released. We then brought in two junior designers to work under me.

At Kreate, it was my job to design and develop cocktail menus, point of sale items, event collateral, advertisements and marketing material.

I was also responsible for all traffic and production, organising and co-ordinating printers and ensuring jobs were completed and correct to meet tight deadlines.

When the Kreate Brands design department expanded, we brought an in-house printer, laminator and scorer to allow us to do all of our own printing. I was then in charge of all in-house quotes and production.

As MUDL became busier, I was able to scale back my role at Kreate Brands over time, but I was still responsible for managing the two junior designers.

**Graphic Designer – Colourworks
Feb 2008 – Oct 2010 (2 years 9 months)**

Colourworks was an Integrated Marketing Agency based in Cape Town, South Africa. There I worked as the lead, below-the-line designer for Allan Gray (financial institution), working on their brochures, both printed and digital, plus any special collateral they required, as well as staff event/incentive development and design.

In my final year there, I also became the Old Mutual Two Oceans Marathon lead designer developing race campaigns, designing and laying out their Race Brochure and Results Books. I also created their advertising campaign and website layout.

Other duties included corporate identity pitches and roll-out, advertising campaigns and event development for clients including SA Rugby, Maserati, Ferrari, MTN and Old Mutual.

**Graphic Designer / Publishing Assistant – Supreme Court of Qld Library
Jul 2007 – Dec 2007 (6 months)**

The Supreme Court of Queensland Library is the leading law library for the state of Queensland in Australia. My position there was as a publishing assistant and Graphic Designer. My duties included all book design and book launch advertising. I was also responsible for promotional material for the Supreme Court Library, Annual Reports, design and layout of the library newsletter, and event design.

**Graphic Designer / Administrator – Awards Absolute
Jan 2005 – May 2005 (5 months)**

Awards Absolute is a small awards company that writes award submissions on behalf of hopeful companies. My role as a Graphic Designer was layout design for all entrants submissions as well as promotional and event design. I also doubled as an office administrator and marketing team member.