

Professional History

August 2014 - Current London, UK & New Zealand

- Develop corporate branding
- Create data, image and brochure databases
- Manage recruitment and develop company processes for HR management
- Project manage corporate Christmas gifts; design, budgets, production and distribution

December 2012 - July 2014 London, UK

- Website CMS
- Re-branding of corporate identity
- Develop a marketing and content marketing strategy
- Ticketing and building signage design
- Retail and trade sales with customer service support
- Showroom visual merchandising and photography

November 2007 - Current Auckland, New Zealand

- Graphic design
- Project management
- Accounts and administration
- Business strategy
- Marketing and advertising
- Developing and maintaining client relationships

March 2007- January 2008 Auckland, New Zealand

- Maintain client relationships
- Prepare client presentations
- Strategise opportunities to achieve monthly targets
- Develop content plans
- Scheduling digital content
- Monthly reporting

August 2006 - January 2007

August 2004 - June 2005

January 2000 - August 2004

April 1998 - January 2000

May 1997 - June 2000

March 1997 - April 1998

Lil & Kate London Ltd Graphic Designer & Projects

Create company branding and templates. Build a company image and information database in conjunction with property brochures.

Create company manuals and information tools for Bookers to access.

Recruit new staff for the company, conducting interviews and managing documents.

Source and manage corporate Christmas gifts and manage the distribution process.

Barbed Ltd PR & Website Administrator

Managing the Ecommerce CMS while developing a plan and process to update site to new brand. Create a content marketing strategy to work with the website agency to drive and increase web sales.

Develop and print sales tools, ticketing, signage and manuals to use in showrooms. Co-ordinate the install of a furniture and contemporary art Pop Up Shop at Neo Bankside in central London.

Assist in retail sales, customer service and trade enquiries in showrooms.

Empire Creative Ltd Director/Designer

Initially freelancing part-time in 2005, Empire Creative Limited was incorporated in 2007 to accommodate a growing client portfolio.

Management of running the business, administration and accounts is balanced with building and maintaining client relationships and achieving design deadlines.

OpenEye Global (Company Liquidated) Account Manager

Manage digital advertising accounts for key clients within the FMCG industry. Customer meetings to develop strategies. Design storyboard concepts and presentations.

Co-ordinate with technical team to manage budgets and timelines to ensure installations were completed to deadline and on target.

Claude Neon NZ: Graphic Designer

Regency Duty Free: Graphics Coordinator

Regency Duty Free: Ticketwriter

Regency Duty Free: Marketing Assistant

Regency Duty Free: Salesperson (Part-time)

Regency Duty Free: Office Assistant

About Me

I'm a Graphic Designer, but more than that, I enjoy the process and organising as much as the creative. Maybe more.

Because of that, I have 18 years experience in marketing, brand identity, retail and project management. Plus I love print, designing for pre-press and the finished product.

Education

Graphic Design 2000 - 2001

Manukau Institute of Technology
Level 4 Certificate in Production Graphics

Interior Design 2005 - 2006

Nanette Cameron School of Interior Design
Certificate in Interior Design

Skills

DESIGN: Graphic design and layout



PROJECTS: Management and process



RETAIL: Signage, ticketing, instore design



MARKETING: Content and planning



Technical Skills

Indesign



Photoshop



Illustrator



Microsoft Office: Excel/Word



Portfolio

View at www.empirecreative.co.nz

Referees available on request