Cat Ormerod

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Portfolio: https://catormerod.github.io/portfolio-update/
Github: https://github.com/CatOrmerod

- I am a results-oriented **project management specialist** with a proven track record delivering significant campaigns with challenging deadlines and strict budgets.
- Currently working towards a certificate in **Full Stack Web Development** from the University of Sydney Coding Bootcamp.
- **Strong analytical skills**, including a thorough understanding of how to interpret customer & business needs and translate them into application and operational requirements.
- **Excellent communication** and interpersonal skills, with the ability to develop solid strategic relationships with customers, business partners and stakeholders.

TECHNICAL SKILLS

JavaScript, CSS, HTML5, GitHub, Node.js, JQuery, Bootstrap, Express.js, SQL, REST Api, Sequelize

PROJECTS

OVERWORKED | https://github.com/CatOrmerod/unpaid-overtime-calc
Deployed Page: https://the-right-to-switch-off.herokuapp.com/
Summary: An application that highlights the hour and cost implications to a workers year by working unpaid overtime on a regular basis.
Role: Project Manager
Tools: Node.js, Express.js, MySQL, Sequelize, Handlebars.js, Bcrypt, Objects2csv, Nodemailer, JavaScript, HTML, Bootstrap, CSS, Heroku

TECHBLOG | https://github.com/CatOrmerod/tech-blog
Deployed Page: https://tech-blog-ormerod.herokuapp.com/
Summary: A CMS-style blog site similar to a Wordpress site, where developers can publish their blog posts and comment on other developers' posts as well.
Role: Sole author
Tools: Node.js, Express.js, MySQL, Sequelize, Handlebars.js, Bcrypt, JavaScript, HTML, CSS, Heroku

EMPLOYEE TRACKER | https://github.com/CatOrmerod/employee-management-system
Summary: A command line application to manage a company's employees using node, inquirer, and MySQL
Role: Sole Author
Tools: Node.js, Inquirer

MARKETING EXPERIENCE

SEPTEMBER 2013 – JUNE 2018   **AIR NEW ZEALAND**

Retail Marketing Executive – Tasman & Longhaul
Corporate & Loyalty Marketing Executive – Airpoints Retail Coalition
Trade Marketing Executive – AU Team

JUNE 2008 – JULY 2013   **SKYCITY AUCKLAND**
Commenced as a Marketing Administrator
In 2009, promoted to Marketing Coordinator
In 2012, promoted to Promotions Manager (acting from October 2011)
In late 2012, seconded to Data Analyst, Marketing

MARKETING CAREER HIGHLIGHTS

- o Delivering the Airpoints programme marketing launch for the new retail coalition – this involved working with 4 key business partners to deliver a priming and launch campaign that met objectives for all partners included.
- o Working with various Tourism Boards and Airline partners to deliver joint marketing campaigns meeting mutual objectives for the Australian and Longhaul markets.
- o Seconded to the new office in Singapore to deliver events, marketing campaigns, promotions and set up processes and ongoing tools for the team including:
  - o Trade event to launch the alliance in Singapore to the top agencies
  - o Appointing a creative and media agency to deliver a tactical campaign in market
  - o Working with the online team to develop the storefront for Singapore and ensure fares were advertised through direct and indirect channels
  - o Working with Tourism New Zealand to jointly fund campaigns advertising New Zealand
  - o Managing the inaugural flight celebration dinner including arranging funding from Changi Airport, appointing an events agency through RFP, venue selection, entertainment selection, and creating invitations and gifts for the VIPs from New Zealand and Singapore.
- o Nominated finalist for the ICON award in December 2015, an internal staff recognition programme
- o Delivering marketing programmes for new routes launched at Air New Zealand including Buenos Aires & Houston routes with multichannel campaigns that exceeded sales growth targets
- o Nominated finalist for the 'Quest for the Best' award at SKYCITY
- o Marketing lead on the Loyalty programme rebrand and launch at SKYCITY
- o Managed the 'Festival of Poker', a joint event with Pokerstars.