

Cat Ormerod

Phone: +61 424 976625 | Email: catormerod@gmail.com | Greater Sydney NSW, 2251, AU |
Linkedin: /cat-ormerod | Portfolio: | GitHub: /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

Languages: JavaScript, CSS, HTML5

Applications: GitHub

Tools: Node, JQuery, Bootstrap

PROJECTS

Workday Scheduler | [Written link to GitHub](#) | [Written link to deployed project](#)

Summary: App that .

Role: Sole author working on code provided

Tools: HTML, CSS, JavaScript, Bootstrap, GoogleFonts

WeatherApp | [Written link to GitHub](#) | [Written link to deployed project](#)

Summary: Weather app that provides the weather for any location and features a geolocation on opening the page to show the weather in the users current location.

Role: Sole author

Tools: HTML, CSS, JavaScript, jQuery, API, Bootstrap, Font Awesome

Tipsy Tricks | [Written link to GitHub](#) | [Written link to deployed project](#)

Summary: A home bar assistant to take any entered ingredient and display cocktails that use that ingredient. Further to this it takes the users current location and provides a list of Liquor Stores in a 5km radius in case they need more ingredients.

Role: XXXX

Tools: HTML, CSS, JavaScript, jQuery, API, Bootstrap, Font Awesome

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

- 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.
- Working with various Tourism Boards and Airline partners to deliver joint marketing campaigns meeting mutual objectives for the Australian and Longhaul markets.
- Seconded to the new office in Singapore to deliver events, marketing campaigns, promotions and set up processes and ongoing tools for the team including:
 - Trade event to launch the alliance in Singapore to the top agencies
 - Appointing a creative and media agency to deliver a tactical campaign in market
 - Working with the online team to develop the storefront for Singapore and ensure fares were advertised through direct and indirect channels
 - Working with Tourism New Zealand to jointly fund campaigns advertising New Zealand
 - 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.
- Nominated finalist for the ICON award in December 2015, an internal staff recognition programme
- Delivering marketing programmes for new routes launched at Air New Zealand including Buenos Aires & Houston routes with multichannel campaigns that exceeded sales growth targets
- Nominated finalist for the 'Quest for the Best' award at SKYCITY
- Marketing lead on the Loyalty programme rebrand and launch at SKYCITY
- Managed the 'Festival of Poker', a joint event with Pokerstars.