

# MICHELLE DU TOIT

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## PROFESSIONAL SKILLS

Bilingual (English & Afrikaans)  
Excellent Communication  
Customer Service  
Written & oral communication  
Time Management  
Team Leadership Skills  
Ability to multi - task  
Attention to details  
Passionate about automation  
Determined & Hardworking  
Charismatic & Friendly  
Independent individual worker  
Enthusiastic learner  
Cooperative Team Member

## SOFTWARE PROFICIENCY

Microsoft Word ● ● ● ● ○  
Microsoft Excel ● ● ● ● ○  
MS Powerpoint ● ● ● ● ○  
Microsoft OneNote ● ● ● ● ○  
Illustrator ● ● ● ● ●  
Indesign ● ● ● ● ●  
Photoshop ● ● ● ○ ○  
Animation & Video ● ○ ○ ○ ○  
Copywriting ● ● ● ○ ○  
HTML/JAVA Coding ● ○ ○ ○ ○  
Website Design ● ● ○ ○ ○  
Google Analytics ● ● ○ ○ ○  
Wordpress ● ● ● ○ ○  
SEO & Adword ● ● ○ ○ ○

## VOLUNTEER & ACHIEVEMENTS

2013 - 2017: Qualified for Golden  
Key International Honour Society  
2016 - 2017: Marketing Executive for  
Marketing & PR Society at University  
of Wollongong  
2017: Developed Social enterprises  
in Cambodia & Fiji  
2015: Mentor at AIME

## EDUCATION & TRAINING

2019: Certificate in Full Stack Development from the Monash  
University Coding Bootcamp  
2018: Certificate in Social Entrepreneurship from Project Everest  
  
2017: Bachelor of Communications & Media Studies with  
Distinction from University of Wollongong  
(Majors: Advertising/Marketing ; Digital Communications)

2017: Bachelor of Creative Arts with Distinction from University of  
Wollongong (Major: Graphic Design)  
2013: Completion of Secondary Education

## EXPERIENCE

### National Marketing Manager Jun 2019 - Current Max Brenner

Managing 20 Chocolate Bar locations across Social Media,  
EDM and Website  
Coordination and design of new ecommerce store & website  
Analysing Marketing channels for key brand insights

### Marketing Officer Aug 2018 - Feb 2019 (6 mnth Contract) ChilliDee Marketing

Managing 17 brands across Social Media, EDM and Website  
Coordination and design of new 2 corporate websites  
Managing team of 6 during Marketing projects  
Analysing Marketing channels for key brand insights

### Marketing Assistant Jan 2017 - July 2018 (1.5 yrs) FIN15

Automation of internal communications  
Design of corporate visual identity & developing branding  
Planning and execution of marketing campaigns  
Design and development of corporate website

### Communication Assistant 2016 (6 mnth Contract) SUSTAINABLE SALONS AUSTRALIA

Planning and coordination of promotional campaigns  
Coordination and redesign of 2 corporate websites  
Monitoring media relations and creating press releases  
Primary designer for Mane Edition & Green Chair Newspapers

### Digital Marketing Assistant 2015 - 2016 (1yr) THE SOL GROUP

Management of Social Media across 3 brands  
Website management and EDM creation  
Data analysis, reporting and strategy implementation  
Creation of brand guidelines for all 3 brands

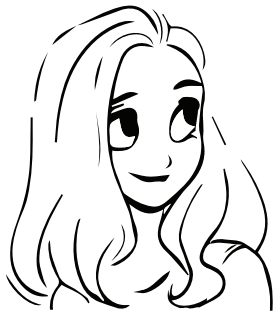
## REFERENCES

WENCE PERAZA  
Co - Founder  
FIN15  
0411785593  
wence@fin15.com

LIBBY MCWATERS  
Marketing Coordinator  
The SOL Group  
0415 896 519  
libby@thesolgroup.com.au

EWELINA SOROKO  
Marketing Director  
Sustainable Salons Australia  
0450 008 417  
ewelina@ssa.com.au

VANVISA BROWN  
Marketing Manager  
Power2Motivate  
0410 911 158  
vanvisa.brown@p2m.com



# MICHELLE DU TOIT

Front-End Web Developer leveraging a background in graphic design, marketing and analytics to build intuitive user experiences centred around conversion optimisation strategies. An innovative problem-solver passionate about developing apps and websites, with a focus on mobile-first design and memorable on brand user experiences

GRAPHIC DESIGN/ COMMUNICATION / SOCIAL MEDIA /MARKETING / ADVERTISING



## EDITORIAL & ILLUSTRATION DESIGNS

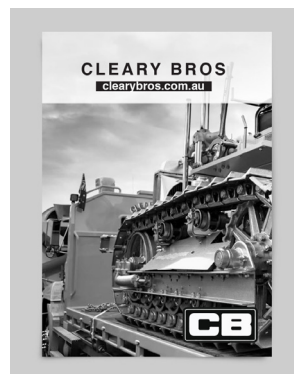
University of Wollongong 2018

The project was for the Department of Education, as part of a learning introduction program for new students. The project involved the creation of several multi coloured 25 page, A4 booklets.

## EDITORIAL DESIGN

Cleary Bros Mining 2015

The 2015 annual report designed for Cleary Bros Mining, for their corporate partners. The report featured images, an infographic and several stories. The project involved the creation of a multi coloured 25 page, A4 booklet.



## HILLSONG KIDS POSTER SERIES

Hillsong Church 2015

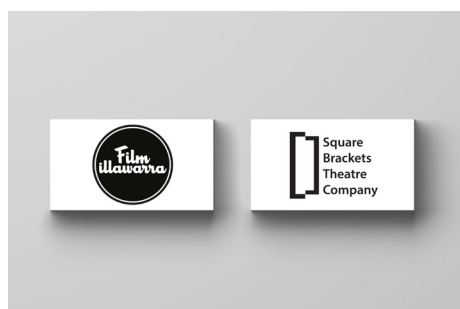
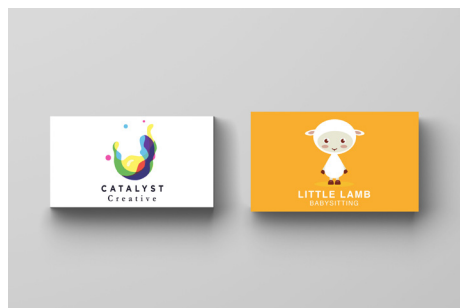
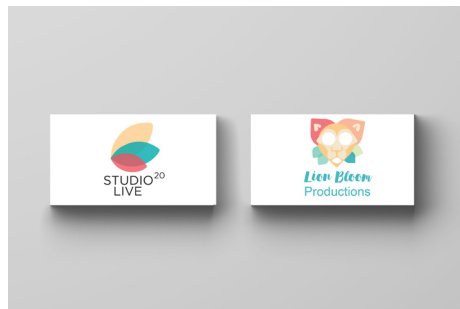
A bright, fun and illustrative poster series designed for the children sector of the Hillsong Church (South West Campus). The designs informed parents about future events coming up in the kids program.

FORMAT: A4 illustrative posters & an A5 flyer with more program details.

## PACKAGING DESIGN

ASP Healthcare 2018

A set of labels for various medical sharps and waste disposal containers.



## LOGO DESIGNS

Various 2013 - 2016

A collection of logo designs that were created over a 3 year time period for various company's across various industries including the arts, child care, film, design and broadcasting.



## FACT CARDS

UOW & Centre for Health Initiatives 2016

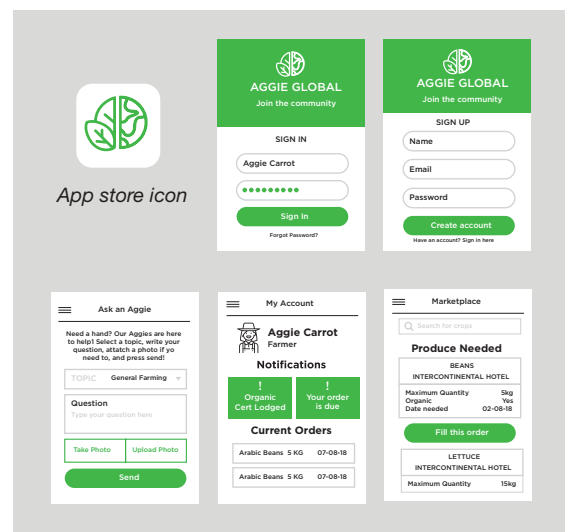
A series of illustrative fact cards designed to inform 15 – 21 year olds in the Northern Territory about sexual education.



## APP DESIGN

Aggie Global

Design for an agriculture focused app for farmers in developing countries.



## WEB INTERFACE

Flyr 2019

This web interface was created in collaboration with a team of developers. The interface aims to be a central location with all the information that you need to know when planning your next holiday.

