

## WORK EXPERIENCE

Marketing Associate — *Spark Careers & Spark Professional* 2015 – Present

- Creating marketing material for a financial services and training firm: writing and editing marketing communication, designing promotional collateral for print and web
- Working closely with the director and marketing manager in devising overall marketing strategy and creating a distinctive and consistent visual design
- Management of social media presences; web design and maintenance

Graphic Designer, Copywriter, & Marketing Consultant — *Freelance* 2014 – Present

- Logo design, brand and visual identity development, marketing strategy development
- Graphic design for documents, business cards, letterhead and other marketing collateral
- Copywriting for print and web, presentation consulting
- Web design through Squarespace and Wordpress

Publications Director — *UNSW Marketing Society* 2015

- Designing, organising, and writing promotional and editorial material
- Leading a committee of 4 in the planning and production of publications and email newsletters
- Working with executive leadership and marketing team on editorial tone and visual design of publications

Marketing Director — *UNSW Business Society* 2014

- Led the creation and implementation of marketing strategy for a 8500-member student society
- Led a committee of 9 in the production of marketing materials and strategy for events and initiatives including posters and videos
- Created and implemented a set of design guidelines for marketing material, the first of its kind
- Maintained Facebook, Twitter and Instagram identities by creating Facebook events, answering individual queries via social media, communicating with the student body
- Liaised with external partners for merchandise and promotional material

Marketing Consultant — *Keystone Education* 2013 – 2014

- Worked since inception with the Founder in the creation of overall brand image, logo art direction
- Designed and maintained website, including content creation and copy editing
- Maintained Facebook identity by creating promotional posts and designing graphics
- Designed the layout and wrote the copy for prospectus document, brochures, and flyers

## SKILLS

### High Proficiency

- Adobe Photoshop, InDesign, Illustrator
- Typographic principles and techniques
- Squarespace
- Apple Final Cut Pro

### Basic Proficiency

- HTML & CSS
- Wordpress
- Apple Logic

## VOLUNTEER EXPERIENCE

Design Head — *UNSW Law Revue* 2015

- Graphic design and brand development; developing a thematically appropriate visual identity
- Working with a team of 3 to produce posters, flyers, logos, tickets, t-shirts, and other merchandise

Volunteer — *UNSW Yellow Shirts* 2015

- Provided information and assistance for the over 6000 attendees of the UNSW Orientation Week by running help desks, answering questions, organising workshops and events
- Designed and led tours around campus for new UNSW students

Peer Mentor — *UNSW Business School* 2014 – 2015

- Worked with a partner to lead weekly meetings with a group of first year business students
- Facilitated students' transition into university life and fostered independence
- Advised students on enrolment procedures, timetabling, campus life, study tips

BusinessOne Team Member — *Enactus UNSW* 2014

- Worked with a team in developing and delivering business advice for a startup company
- Attended meetings with startup founder, assessing weaknesses and opportunities for the business

Orientation Camp Leader — *UNSW Business Society* 2014

- Led a group of first-year business students in a three-day camp, catalysing their social development and easing their transition into university

Marketing Committee Member — *UNSW Business Society* 2013

- Worked in a team to design and implement marketing material, created posters and videos

## EDUCATION & TRAINING

Bachelor of Commerce/Bachelor of Media — *University of New South Wales* 2013 – Present

- Majors: Marketing, PR & Advertising
- WAM: 76.545 (Distinction average)
- Expected graduation: mid 2017

Higher School Certificate — *Sydney Technical High School* 2007 – 2013

- ATAR: 95.80

Barista Skills Certificate — *Coffee School Sydney* 2010

- SITHFAB012A Prepare and Serve Espresso Coffee

## REFEREES

Available on request.