

## Software Experience

- ▶ 3D Modelling & Drafting: AutoCAD, Maya, Inventor, ZBrush, Creo Parametric, SolidWorks
- ▶ Design: Dreamweaver (Certified), Flash, Illustrator, InDesign, Photoshop (Certified)
- ▶ Other: Microsoft Visual Studio, ACT, SAP, Microsoft Office suite

## Work Experience

### **Betty by Design, Sydney Website Developer 2011/13**

- ▶ Collaborate via Skype and email with graphic designers to create original websites on an ad hoc basis

### **HiTech Web, Pearland Intern 2011**

- ▶ Completed client projects such as an Admin area in PHP/MySQL and a Facebook fan page mini-website in Flash/ XML

### **South Pacific Private, Sydney E-Services Manager 2008/09**

- ▶ Created an extensive online style-guide and design templates to ensure branding continuity
- ▶ Reviewed and updated the hospital website's code, content and file structures for search engine optimisation
- ▶ Created new pages for events and PR activities and created images current to advertising campaigns
- ▶ Manipulated site navigation and links, to funnel potential clients towards the enquiry page. This contributed to a lift in the number of internet referrals by 50% over a six month period
- ▶ Developed and managed search engine marketing campaigns increasing traffic to the hospital website by 40% over a nine month period
- ▶ Expanded the hospital website's functionality by creating User interactive pages for self-assessments
- ▶ Updated the interface and backend of the communications database to fit staff needs
- ▶ Planned and held staff training sessions for Joomla, e-mail communications and the communications database

### **South Pacific Private, Sydney Marketing Manager 2005/08**

- ▶ Developed a CRM database with multiple user-interfaces that integrated several separate systems used for recording and tracking information. This allowed staff from three different departments to use the same tool to meet their needs thereby reducing paper waste, interdepartmental communication issues, errors and the potential for privacy breaches
- ▶ Created a User manual for the new client and communications database and trained all pertinent staff
- ▶ Managed the rebranding of the hospital encompassing all areas (logos, stationary, style-guides and advertising)
- ▶ Designed and produced professional newsletters (both off-set print and e-mail) which saved the hospital \$2,000 to \$5,000 annually in graphic artist fees
- ▶ Worked with developers to introduce a new CMS-based website and continued to improve and maintain it independently
- ▶ Organised a new 2-day conference, which continues to welcome between 100 and 300 participants each year
- ▶ Designed brochures, print materials and event paraphernalia

### **South Pacific Private, Sydney Marketing Coordinator 2003/05**

- ▶ Collaborated with writers, directors and producers for radio and TV commercials
- ▶ Collected data to produce detailed monthly statistical reports for circulation to management / board of directors
- ▶ Produced the monthly staff newsletter and updated all flyers, templates, manuals and client hand-outs
- ▶ Organised events for both the professional community and for past clients

**Southcorp Wines, Sydney****Global Marketing Assistant****2001/03**

- ▶ Supported a team of 20 marketing directors and managers to drive over 15 individual brands of wine by ensuring that all print and online media met with each brand's personality and style guidelines
- ▶ Managed the media library and liaised with photographers for a range of product and landscape shoots
- ▶ Coordinated and proofed corporate newsletters, annual reports and industry catalogues
- ▶ Created PowerPoint presentations for brand directors and chief winemakers and supported the graphic design department by creating print materials for events and tastings
- ▶ Used SAP for wine packaging / tasting samples, marketing data and budgets
- ▶ Sourced brand-specific promotional material for sponsored events within budget and style directives

**Kingston Estate Wines, Sydney****Office and Sales Assistant****1999/00**

- ▶ Created a new database of the NSW Sales Team daily reports, to measure sales performance against staff activities
- ▶ Processed all orders from the state sales team and liaised with cellar door and vineyard staff for shipping
- ▶ Covered Receptionist and Personal Assistant duties for the State Sales Manager

**Education**

Houston Community College (unofficial transcript attached)

- Digital Communication-Web Publishing Specialization-Level II Certificate 2013

University of Newcastle, Australia

- Bachelor of Arts 1999

**Corporate Training and Awards**

Advanced SEOToolSet Training Certificate with Bruce Clay INC 2008

Wine and Spirit Education Trust Level 2 Intermediate Certificate 2001

The South Pacific Private Annual Staff Achievement Award 2004