



SKILLS

- Effective creative leader, manager and mentor
- Creative strategy, idea generation, concept development
- Identify opportunities, roadblocks or problems and bring sure-fire solutions
- Confident, self-aware, assertive communicator

Print Design:

- Full concept, rationale, pitch, design and layout
- Brand guardian and roll-out specialist
- Intricate pre-press, production and technical knowledge

Digital Design:

- Social media assets
- Animated and static assets
- eDM templates
- Website and take-over skins
- Interactive PDF documents

Coding and development:

- Responsive HTML eDM builds
- Front-end HTML & CSS
- WordPress, Squarespace, Wix and other CMS platforms
- Back end PHP development for registration sites and data collection
- Detailed knowledge of web standards and online techniques

Programs/Tools:

- Adobe Creative Suite
- Wrike
- Google Workspace
- Microsoft Office
- Google Web Designer
- Campaign Monitor, MailChimp, Exact Target
- HubSpot

Permanent resident greencard holder with full working rights in the USA.

ABOUT ME

Over 19 years' creative industry experience in agency and in-house capacities. I design, code and lead creative teams. All jobs are managed from brief through to production. Detailed experience working on down-ballot progressive campaigns, ballot measures, non-profits and Fortune 500 companies.

EMPLOYMENT

CREATIVE DIRECTOR • FEB 2022 – PRESENT

Ship Creek Group, Anchorage Alaska USA

Develop creative output for down-ballot progressive candidates and ballot measures in Alaska. Developed branding and assets for electoral races of candidates including [US Rep. Mary Peltola](#), [Rep. Genevieve Mina](#) and [Rep. Maxine Dibert](#).

- Work with campaign stakeholders to design campaign branding, mailers, drop lit, event graphics, online ads, websites and manage large volume mail production schedules with multiple print vendors.
- Manage and direct photo shoots and video shoots. Oversee and approve final output.
- Drive focus on elevating the standard of design in political messaging across Alaska.
- Manage a team of designers, photographers, videographers, digital marketers and multiple print vendors.
- Introduced internal project management system and developed company wide workflows, then trained the company on the implementation.
- Gold Winner, ALGA Alaska Design Awards '22 in Logo & ID systems, and Promotional & Marketing categories.

SENIOR DESIGNER • 2020 – 2022 (remote)

DESIGN MANAGER/CREATIVE DIRECTOR • 2019 – 2020 (Sydney, Australia)

Anglicare Sydney, Sydney Australia

Leading the design studio of one of Australia's largest non-profit organizations, I directed the activities of the creative team and led advertising/marketing creative and brand direction to communicate the organization's vision and mission to align with their charitable, Christian values.

- Develop and execute creative of advertising and marketing materials across all forms of media.
- Managed a design team of creatives, external freelancers, photographer, agencies and supplier relationships.
- Introduced processes and workflows and realigned outsourced tasks to under-utilized in-house resources, speeding up turnarounds by 200% and reducing department spend.
- Saved the business over \$80,000 in outsourced spend in [one seasonal campaign](#) through developing in-house capabilities and beating external agencies on concepts.
- As Senior Designer I developed and executed on-strategy creative concepts for marketing and advertising collateral across all media: print, eDMs, digital, outdoor, environmental and interactive collateral. Maintaining a high level of service to my stakeholders whilst in a remote capacity.

SENIOR GRAPHIC & DIGITAL DESIGNER / PROJECT MANAGER • 2014 – 2019

Orion Creative, Sydney Australia

A senior member of this full-service creative agency. Complete ownership of concept, design, production, and delivery of high-end print and digital collateral for a variety of Fortune 500 companies including [Citrix](#), [Oracle NetSuite](#), [MetLife](#), [Cisco](#), [Sophos](#) and [Dell EMC](#).

- Liaised with clients' senior stakeholders to take briefs, quote and pitch concepts for print, digital and marketing communications.
- Self-managed all assigned jobs from flyers, annual reports, brochures, press ads, digital ads and exhibition signage through to HTML eDM coding, front- and back-end development for website builds, landing pages and event registration sites.
- Management of production requirements, delivery deadlines and job budgets.
- Regulated brand adherence across all projects to ensure consistency and maintain brand integrity.
- Annually produced a 1,000+ page product catalogue containing over 9,000 SKUs within a two month turnaround. Provided full concept, design and layout, managed production, stakeholders and print delivery. Effectively managed a design team of five people and introduced streamlined processes and automated workflows, reducing manpower required and delivering critical agency savings from year to year.

EMPLOYMENT

MARCOMMS DESIGNER & TRAFFIC MANAGER • 2013 – 2014

Fairfax Media, Sydney Australia

Was responsible for concept, design and rollout of marketing collateral and sales tools for the largest real estate lift-out in Australia, [Domain](#), in a high-pressure, ever-changing environment.

- Concept and design of print marketing and sales comms aimed at attracting real estate agency spend
- Manage the design, coding and send of eDM campaigns via Salesforce and ExactTarget.
- Built HTML micro-sites and landing pages in various CMS systems, whilst maintaining large image and file libraries, update collateral, maintain print stock and design campaign concepts.
- Worked on multiple jobs simultaneously, utilizing exceptional time management and prioritization skills.
- Improved inefficient studio processes by introducing workflows and project management tools to take briefs, manage deadlines, track job progress and delegate tasks.
- Manage freelancers and mentor junior staff.

GRAPHIC & DIGITAL DESIGNER • 2011 – 2013

Wesley Mission, Sydney Australia

As another of Australia's largest Christian non-profit organizations, it was imperative that all creative outputs met strict brand guidelines, both visually and ethically, allowing the organization to champion their charitable community causes and maintain brand consistency while creating moving campaigns that resonated with their audience.

- Concept, design and roll-out of [seasonal fundraising campaigns](#), producing fresh ideas in a visually compelling manner.
- Finished art, pre-press and technical output of various print and digital collateral.
- Pitch various design solutions and production processes to internal stakeholders to deliver annual and financial reports, seasonal pillar reports, environmental signage, murals, brochures, DLs, handbooks, posters, banners, web graphics and press-ad campaigns.
- Manage photoshoots for seasonal campaigns, sourcing talent, photographers and locations.

CREATIVE DIRECTOR • 2004 – 2011

J9 Designs, Sydney Australia

A self-started complete graphic and web design offering, with particular focus on creating a modern, clean, professional corporate style for small-medium businesses. This period included some freelance agency work for notable advertising agencies, publishing houses and surf brands across Sydney.

- Built business to maintain over 100 regular clients all acquired through positive client referrals.
- Finalist in the 2010 Manly Daily Local Business Awards.
- Won a tender to develop, brand, design and manage the complete print and online collateral deliverables for the MEA (Meetings & Events Australia) 2011 National Conferences, and then again in 2012, giving J9 Designs national exposure.
- Approachable and personalized manner with clients ensured loyal relationships that lasted years and resulted in many referrals.
- Completed jobs within tight timeframes and under budget.
- Services ranged from full company branding, press ads, brochures and flyers, to hand-coded custom HTML website builds and SMS marketing.

DESIGNER & FINISHED ARTIST • 2004 – 2007

Richard Knight Designs, Sydney Australia

Created high-end corporate marketing collateral for large, national banking and financial clients including Westpac, St George, Macquarie Bank, Financial Planning Association and LendLease.

- Within first year, was given sole responsibility for the management, design and co-ordination of collateral for the annual FPA National Conference. This entailed meeting tight deadlines on concurrent collateral required for the event, encompassing everything from tickets and handbooks to maps and stage signage.
- Take briefs, design layouts, manage clients, printers and vendors, take direction, edit, proof and pre-press multiple jobs on a daily basis.

EMPLOYMENT

SALES CO-ORDINATOR & DESKTOP PUBLISHER • 2002 – 2004

Australian Radio Network, Sydney Australia

Recognized for enthusiasm and efficiency, this role began as a temporary reception position and promptly moved to a permanent sales co-ordinator role. It sparked my interest for graphic design through my experience in desktop publishing.

- Desktop publishing creating PowerPoint sales proposals, presentations and production of long format Word documents.
- General administration duties, research and reporting, sole point of administrative contact for over 20 demanding direct sales reps.

SECRETARIAL / ADMINISTRATION ROLES • 2000 – 2002

Various Temp Agencies, Sydney Australia

On-call, temporary secretarial and administration roles through various recruitment agencies across Sydney, working in many industries including media, technology and corporate real estate.

- Displayed professionalism, dependability, efficiency, adaptability and a strong work ethic, whilst working with many different personalities, systems and teams.

EDUCATION

2004 • SHILLINGTON COLLEGE OF GRAPHIC DESIGN, SYDNEY | Certificate IV Graphic Design

1999 • WILLIAMS BUSINESS COLLEGE | Diploma Secretarial Studies & Business Administration

1998 • TYNDALE CHRISTIAN SCHOOL | High School Diploma