

AMELIA WILSON

CREATIVE DESIGNER & MARKETER

Strategic design & marketing skills spanning over 15 years gained from South Africa, UK, UAE and Australia. Bringing creative design and marketing solutions with a track record in increasing online presence. A social media champion, also adept at inbound marketing. Professional and driven in managing projects to time, budget and success.

PERSONAL INFORMATION

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PERSONAL TRAITS

Hard working, reliable, creative, innovative, technically switched-on, quick to master new skills and always looking to learn better in order to do better. A leader in best practice approaches.

DIGITAL SKILLS

Adobe CC
[InDesign, Photoshop, Illustrator]

MS Office

Social Media

EDM

HTML & CSS

WordPress

HubSpot COS

HubSpot Marketing

DIGITAL PORTFOLIO

Please view samples of my work at workinggraphics.com

WORK EXPERIENCE

Branding & Marketing Coordinator

Australian Road Research Board (ARRB) VIC, Nov '16 - Current

- Responsible for managing and implementing HubSpot Marketing into the CRM. Using it to create a new website with inbound marketing tools feeding the marketing funnel. Leading the coordination between IT, programming consultant and integration partners for all design & marketing aspects of the CRM.
- Manage participation in various conferences and industry exhibitions ensuring presence and marketing reach is achieved with consistent branding and design.
- Develop and implement a marketing strategy and advertising plan for the 2nd International Driverless Vehicle Summit 2017.
- Create, produce and edit a video highlighting career paths within ARRB.
- Lead and produce the rebranding of ARRB Group to Australian Road Research Board.
- Manage consultants and suppliers to ensure timeous delivery of projects to budget.
- Mentor team members on design best practices and marketing strategy.
- Drive social media plans and efficiently use Mailchimp and later HubSpot to deliver email-marketing.

Graphic Designer & Marketing Assistant

ARRB Group VIC, Jul '14 - Nov '16

- Standardise the brand across all online and offline media. Successfully created a Visual Style Guide that encompassed information on design and marketing coherence.
- Redesign and implementation of website branding. This saw an increase of traffic to the website by 12%. Project managed from start to end with programmer and team members.
- Investigating the best Marketing integration for the move of the company onto Dynamics 360 CRM. To incorporate all digital marketing and relevant analytical inbound marketing potential, through the website, social media, online training, event management & EDM's. Manage consultants to achieve overall outcome.
- Help create the initial website (WordPress) for the Australian Driverless Vehicle Initiative (ADVI) and all their social media channels (Twitter, Facebook, LinkedIn, Youtube).
- Move various department's and flagship project EDM's over to Mailchimp and helped create templates for the easy population of weekly, monthly and adhoc mailers. Train members on use of Mailchimp and continued mentoring.
- Work in collaboration with the regional and project managers on creating the National Asset Centre of Excellence (NACOE) in Queensland, website. Project manage the programming consultant and produce the designs for them to incorporate.
- Manage vendors for printed artwork and marketing materials.

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EDUCATION

1996 - 1997

Studied Art Direction at the Red & Yellow School of Design in South Africa. The school is affiliated with the Ogilvy, Rightford, Searle-Tripp & Makin advertising agency.

2001

DTP course at the Hirt & Carter Production House training facilities.

2017

Currently enrolled at RMIT, completing a Graduate Certificate in Marketing.

Marketing Coordinator & Graphic Designer

Luton Properties ACT, Nov '12 - Mar '13

- Book required ad space in relevant magazines and newspapers each week. Including any branding ads required.
- Create a series of creative teaser ads for the opening of the Gunghalin office, and for the Festive season.
- Help standardise all marketing material for the migration over to a Real Estate CMS and worked closely with the relevant consultant to ensure a smooth process for the agents in the new system.
- Work with the Marketing Manager to bring along stronger staff buy-in to the brand by implementing easier branding options for them and solving any overly personalised marketing messages.
- Foster relationships with media outlets.
- Set-up a marketing plan and schedule to media outlets for ad spaces.
- Create a new ad layout that encompassed agent, client and CEO feedback.

Freelance Designer

UAE, Jul '07 - Jul '12

- Design various print materials for clients of SME's. From exhibition material to business stationery.
- Design, code and implement web designs for clients, most notably Kidz Biz MFZE and 6Sigma Finance Group.
- Provide clients with scope of work, timeline to completion, cost of works and wireframes of design ideas for web layouts.
- Manage all administration duties for own business, eg: time capturing for accurate billing, quoting, invoicing and client satisfaction follow-up.
- Provide clients with instructional documents on managing their own website, when required.

Business Partner/ Web Manager

Kidz Biz MFZE UAE, Jul '08 - Jul '11

Started as the freelance web designer, but formed a strong partnership with the creator of the site. Introduced the need for an EDM management tool, as well as advertising booking and connected accounting through online software for ease-of-use.

- Create a custom template for Joomla CMS platform and then migrated the raw information from the old site into the Joomla CMS. (DubaiKidz.biz). This created a better UX for the user and drove up site traffic and advertising.
- Design and implement the easy creation of a bi-monthly newsletter (over 6,000 subscribers).
- Daily upkeep of the website with Events, School camps & technical updates for Joomla CMS. The site increased its users by over 47% after the redesign.
- Other business related duties included: Liaising with clients on ad material and ad bookings; Generating and chasing invoices and payments. Ensuring client satisfaction and reporting back on the analytics of the advert and EDM.
- Managed external vendors for production of print artwork.

Freelance Mid-weight Art Director

Leo Burnett UAE, Aug '07 - Oct '07

Hired on a project basis to lead the co-ordination and development of a Visual Style Guide (VSG) for Dnata, consisting of 6 sub-brands, each requiring an individual VSG.

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SKILLS AND INTERESTS

Excellent multi-tasker, able to balance priorities on multiple projects simultaneously in a demanding environment.

Extremely adaptable to different work and living environments – have lived and worked in four different countries.

I enjoy going to the gym, travelling, reading, spending time with my family and discovering creative corners of Melbourne.

- Design the manual, collate and layout the various content required throughout.
- Coordinated between the Client Communications Executive and Copywriters to collate the content.
- Liaised with other Creatives who had already worked on various marketing materials for the brand and consolidated the work for the client, so that the brand could be cohesive and singular.

Web Architect

Better Homes UAE, Jan '07 - Jun '07

- Liaise with clients on any requirements they had for the company website
- Coordinate with Webmaster on new features and/or pages that needed to be uploaded onto the site
- Research the latest features that would be beneficial to the company and the site
- Provide and control all web design of the site to ensure brand cohesion.

Senior Graphic Designer

Better Homes UAE, Jun '06 - Dec '06

- Develop Corporate Identity and relevant VSG.
- Design brochures, web pages, leaflets, HTML mailers, print ads, flash presentations, posters, web banners, special projects, etc.
- Design of UI for sister company (MasterKey).
- Project lead within Marketing Department after taking briefs from clients.
- Liaise with client and vendor to obtain end product within budget and tight deadlines. Create print ready work.
- Format MS Word/PowerPoint presentations.

Mid-weight Graphic Designer

Accenture SA, Feb '04 - Apr '06

- Designing in line with the company brand and VSG
- Create project logos, design brochures, websites, leaflets, HTML mailers, print ads, flash presentations, posters, web banners, etc.
- Liaise with client and vendor to achieve end product within budget and deadline
- Prepare all own work for print bureau
- Format MS Word/PowerPoint presentations for Analysts.
- Worked closely with the Marketing Department on preparing all materials for the annual Post-Graduate recruitment drives to various Universities throughout South Africa.

Creative Director

TA Publications, Aug '03 - Jan '04

- Design and layout of three monthly in-flight publications (Indwe for SAA Express, Marung for Air Botswana and Flamingo for Air Namibia).
- Coordinated editorial, advertising and production to ensure the monthly deadlines, which I had to manage for each, were met.
- Magazine pagination and preparations for the Reproduction Bureau for all three magazines and ensuring delivery to Airlines on time, also formed part of my tasks.

Graphic Designer

Ad Studio 136 SA, Dec '02 - Jul '03

Design Corporate ID's; Design and layout of leaflets, brochures, race entry forms, race t-shirts, pamphlets; and various ad hoc design. Main accounts: Annique, local Sporting Organiser.