

AMELIA WILSON

BRAND MARKETER & DESIGNER

Strong marketing & brand skills spanning over 15 years gained from South Africa, UK, UAE and Australia. Bringing strategic design thinking for creative branding solutions across print, multimedia and digital. Professional, driven and skilled in managing projects to time, budget and success.

PERSONAL INFORMATION

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PERSONAL TRAITS

Hard working, reliable, creative, innovative, strategic, technically switched-on, quick to master new skills and always looking to learn better in order to do better. Leading projects from start to finish.

DIGITAL SKILLS

Adobe CC
[InDesign, Photoshop, Illustrator]

MS Office

Social Media

EDM

HTML & CSS

WordPress

HubSpot COS

HubSpot Marketing

WORK EXPERIENCE

Branding & Marketing Coordinator

Australian Road Research Board VIC, Nov '16 - Current

- Managed and produced the rebranding of ARRB Group to Australian Road Research Board.
- Created Visual Style Guides aligned with company values and strategic plan to be used internally and externally.
- Manage direct reports for marketing team and mentor interns to strengthen design, branding & marketing capabilities.
- Assist the Marketing Manager in creating a Values program to enhance staff engagement.
- Manage consultants and suppliers to ensure delivery of projects to budget.
- Produced and created the promotional video for HR department.
- Implemented and manage HubSpot Marketing. Created a new website with better functionality and ease of lead capturing.
- Project manage the coordination between IT, programming consultant and integration partners for the integration of HubSpot into the CRM.
- Developed and implemented a marketing strategy and advertising plan for the 2nd International Driverless Vehicle Summit 2017.
- Delivered various system changeovers and integrations in order to streamline work and alleviate repetitive tasks.

Marketing Assistant & Graphic Designer

Australian Road Research Board VIC, Jul '14 - Nov '16

- Standardised the brand across all online and offline media. Successfully created a VSG that encompassed information on design and marketing coherence.
- Project Managed the redesign and implementation of website branding which saw an increase of traffic to the website.
- Researched the best Marketing integration platform for the CRM. Had to take into account the needs of each divisional platform (Events, webinars, etc).
- Initiated the implementation of the Australian Driverless Vehicle Initiative (ADVI) website in WordPress and all their social media channels (Twitter, Facebook, LinkedIn, Youtube).
- Moved a number of internal divisions and partner program EDM's over to Mailchimp and created templates for ease of use. Trained and mentored internal stakeholders on how to use Mailchimp.
- Created process documents for partner programs to self-manage their websites and EDM's.
- Project managed the creation of the National Asset Centre of Excellence (NACOE) in Queensland website (WordPress) and produced the brand designs for them to incorporate.
- Managed vendors for all printed collateral and other marketing material.
- Managed the production of the ADVI stand for the ITS World Congress 2016.

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EDUCATION

2017

Currently completing Grad cert in Marketing (RMIT).

2001

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

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.

HOBBIES

Reading, movies, exploring and baking, with chocolate cake as a speciality.

Marketing Coordinator & Graphic Designer

Luton Properties ACT, Nov '12 - Mar '13

- Coordinated ad bookings in relevant magazines and newspapers each week. Including any branding ads required.
- Did a series of branded teaser ads for the opening of the Gunghalin office, and for the Festive season.
- Helped standardise all marketing material (branding, design, etc) for the migration over to a Real Estate CMS and worked closely with the relevant consultant to ensure a smooth process for the agents on the new system.
- Worked with the Marketing Manager to bring along stronger staff engagement to the brand by implementing easier branding options for them and solving any overly personalised marketing messages.
- Fostered relationships with media outlets.
- Set-up a weekly marketing plan and schedule for ad placements.

Freelance Designer

UAE, Jul '07 - Jul '12

- Created and designed various print materials for clients of SME's. From exhibition material to business stationery.
- Designed, coded and implemented web designs for clients, most notably Kidz Biz MFZE and 6Sigma Finance Group.

Business Partner/ Web Manager

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

- Started as a freelance web designer, but formed a strong partnership with the creator of the site and become a Business Partner.
- Introduced the need for an EDM management tool, as well as advertising booking with connected accounting through online software for ease-of-use.
- Created 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.
- Designed and implemented the easy creation of the bi-monthly newsletter (over 6,000 subscribers).
- Did the daily upkeep of the website with Events, School camps & technical updates for the 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 be the lead for the co-ordination and development of the Visual Style Guide (VSG) for Dnata, which also consisted of 6 sub-brands, each requiring their own VSG.
- 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

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materials for the brand and consolidated the work for the client, so that the brand could be cohesive and strong.

Web Architect

Better Homes UAE, Jan '07 - Jun '07

- Liaised with clients on any requirements they had for the company website;
- Coordinated with Webmaster on new features and/or pages that needed to be uploaded onto the site.
- Researched the latest features that would be beneficial to the company and the site.
- Provided and controlled all web design of the site to ensure brand cohesion.

Senior Graphic Designer

Better Homes UAE, Jun '06 - Dec '06

- Developed Corporate Identity and relevant VSG.
- Designed brochures, web pages, leaflets, HTML mailers, print ads, flash presentations, posters, web banners, special projects, etc.
- Designed the UI for sister company (MasterKey).
- Project managed briefs from clients and delegated to team members.
- Created print ready work.

Mid-weight Graphic Designer

Accenture SA, Feb '04 - Apr '06

- Liaised directly with clients on briefs.
- Designed in line with the company brand and VSG
- Created project logos
- Design brochures, websites, leaflets, HTML mailers, print ads, flash presentations, posters, web banners, etc.;
- Liaised with clients and vendors to achieve end product within budget and deadline
- Prepared all own work for print bureau.
- 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

- Designed the layout of three monthly in-flight publications (Indwe for SAA Express, Marung for Air Botswana and Flamingo for Air Namibia).
- Coordinated the sub-editor, advertising sales department and production house to ensure the monthly deadlines were met.
- Developed the magazine pagination and prepared all artwork for the Reproduction Bureau for all three magazines and ensured delivery to Airlines before deadline.

Graphic Designer

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

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