



NICOLE DUFFY

GRAPHIC DESIGN & MARKETING

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» TECHNICAL SKILLS

Adobe Creative Suite including InDesign,
Photoshop and Illustrator

Microsoft Office Suite

Platforms: MAC OS and Windows

Wix

MailChimp

Infusionsoft

Vision6

Constant Contact

Send In Blue

Campaign Monitor

Zoho Campaigns and CRM

Active Campaigns

SMS Broadcast

Burst SMS

Bit.ly

Crazy Domains

Planoly

Teamwork

Shortcuts – Hair Salon

Zapier

Capsule

Zoho Campaigns and CRM

Experience with WordPress

» EXPERTISE

Digital Marketing & Design

UI/UX Design

Project Management

Campaign Management

Social Media Management

Print Design

Web Design

Brand Identity

Corporate Design

Brand Development

Typography

» EDUCATION

2010 – 2012

Bachelor of Design (Visual Communication)

University of South Australia

2005 – 2009

South Australian Certificate of Education

Gleeson College

EXPERIENCE



MARKETING & COMMUNICATIONS ADVISOR SAHMRI | ADELAIDE, AUSTRALIA

FEB 2019 - PRESENT

- Develop, create and implement SAHMRI's new Workplace Giving campaign for the fundraising team. Plan user journey for external and internal employees and employers | identify content requirements | create identity for campaign | design all digital marketing and print collateral
- Develop SAHMRI communication discovery form to assist design strategy and communication between client and designer
- Work closely with other communications team members to develop and implement SAHMRI's marketing, communication and fundraising strategy with the goal of creating a profile as an organisation of excellence, which is reflected in the communication activities and marketing materials
- Develop and create all campaign collateral for the annual Neil Sachse Centre Ladies Lunch event for 500 guests, as well as all digital and social media content
- Planning and coordinating as a committee member for the Neil Sachse Centre Ladies Lunch
- Assist in the roll-out of the SAHMRI brand restructure through creating multiple design templates to add to a suite of on-brand collateral
- Develop and maintain SAHMRI corporate materials and specialist documents including annual reports, fundraising proposals, brochures and all other necessary marketing material. External: advertisements | brochures | posters | event collateral | banners | EDMs | Internal: templates | flyers | diagrams and corporate invitations
- Assist SAHMRI research themes, groups and operations teams, partners and funded projects, and people, in developing and maintaining digital and print communications that are in accordance with SAHMRI branding



MARKETING AND COMMUNICATIONS OFFICER HEALTH TRANSLATION SA (HTSA) (BASED AT SAHMRI) | ADELAIDE, AUSTRALIA

FEB 2019 - PRESENT

- Develop and implement the marketing and communication strategy with the goal of creating a profile as an organisation of excellence
- Rebrand the identity of Health Translation SA, including implementing new brand across all creative mediums
- Maintain and develop the website in Wordpress
- Create Twitter and LinkedIn social media accounts as well as manage the interaction on both platforms
- Create all new print collateral, as well as ongoing digital documents for HTSA as well as partner organisations
- Develop digital promotional campaigns and EDMs to push out on social media platforms
- Source content, create and deliver monthly on-brand EDMs via email marketing service provider Mailchimp
- EDM reporting, analytics and maintaining mailing list
- Help organise events hosted by HTSA including creation of all promotional and digital material needed
- Record and photograph at events and edit media for release on media platforms
- Produce all promotional print including posters, flyers, and banners to final production

EXPERIENCE

» SENIOR MARKETING & DESIGN ASSOCIATE POLISHED MARKETING | BRISBANE, AUSTRALIA

DEC 2015 - FEB 2019

- Website UI/UX design and project management + some SEO management
- Strategy and design of campaigns for Real Estate Development company
- Management (strategy, copywriting, design and project rollout) of marketing campaigns for a national property client (across multiple mediums)
- Rollout of ROI focused campaigns to drive new clientele to a large group of salons in Brisbane (this included managing the project, copywriting, liaising with multiple stakeholders and all collateral design)
- Digital advertising design. Banners | static GIFs | animated GIFs
- Design, create and deliver weekly on-brand EDMs via email marketing service providers. EDM reporting and analytics
- Maintain multiple websites, including updating content, images and slides via Wordpress
- Manage website scheduling plugins for clients
- Domain management
- Create and maintain e-commerce stores in Wix, with integration into PayPal and other credit authorities
- Brand identity, development and visual communication. Create and execute logo design, business card, stationery, and digital branding for multiple clients
- Create product development materials. Shopping bags | labels | cards
- Liaise and brief sub-contractors
- Social media management across multiple pages, including plan, copy, design and schedule content
- Manage and maintain a calendar of activity for multiple Social Media pages, ensuring content is posted and updated regularly to encourage engagement and increase acquisition
- Google Business Listings
- Organising weekly SMS feedback campaign for hair salon client Tigerlamb
- Work with Google Analytics for tracking website usage
- Relationship management with clients and stakeholders
- Internal and external marketing for Professionals Real Estate nationally. NBCF Marketing Pack | Professionals Annual Awards | International Conference Website creation
- Promotional and marketing design. Flyers | brochures | billboards | menus | media walls | business cards | magazine ads | newspaper ads | posters | window decals | presentation folders | for sale signs | house and land lot signs | T-shirts | hats | cars | balloons | coasters
- Created 'How to use Wix' Tutorial for a number of clients and conducted one-on-one tutorials
- Copywriting and proofing

» ASSISTANT BRAND MANAGER (DIGITAL DESIGN) OFFICE OF SENATOR GLENN LAZARUS | BRISBANE, AUSTRALIA

APR 2015 - DEC 2015

- Rebranding identity of Senator Glenn Lazarus, including logo design and implementing new brand across all creative mediums, along with websites senatorlazarus.com and glennlazarusteam.com
- Create the Glenn Lazarus Team website and communicate with website developers
- Update and maintain both websites through coding in WordPress
- Create all new office print collateral, develop ongoing digital promotional campaigns and EDMs to push out on all social media platforms, as well as manage the interaction of all social media platforms
- Record and photograph at events and edit media for release on media platforms
- Produce all promotional print including posters, flyers and banners to final production
- Organise promotional events with constituents and liaise with press
- Answer phone calls from constituents and progress enquiries

» **GRAPHIC ARTIST IN PRINT PRODUCTION**
DTK TEXTILES | ADELAIDE, AUSTRALIA

FEB 2014 - APR 2015

- Assess and Process artwork for printing and cutting digital ink transfers, which are heat applied to garments and other accessories
- Quoting and customer support for clients on a daily basis
- Update promotional print collateral
- Operate and maintain Roland Large Format Printer Cutters, as well as a large GCC plotter, GCC laser cutter and Hotronix Heat Press'
- Constant product development by experimenting with new methods while maintaining great attention to detail

» **PHOTOGRAPHICS CONSULTANT/
GRAPHIC DESIGNER/PHARMACY ASSISTANT**
THE VILLAGE PHARMACY BURNSIDE | ADELAIDE, AUSTRALIA

JAN 2013 - FEB 2014

- Design in-house designs and print collateral
- Primarily in Photographic area looking after photo retouching, passport photos and any other printing requirements for customers
- Assist in Pharmacy and Life style area
- Maintain large format HP photographic printers

» **QUALIFIED PHARMACY ASSISTANT**
NOVA PHARMACY TEA TREE PLAZA | ADELAIDE, AUSTRALIA

SEP 2007 - JAN 2013

- Weekend and Thursday night supervisor
- Organise work for each colleague and customer Service

DESIGN & FREELANCE

URPS (Urban and Regional Planning Solutions) Assistant with freelance work:
print collateral **APR 2012**

Work experience at Channel 7 in the Graphics department working with the
Graphic Artist. Observing and assisting with the storyboard graphics for the
news **FEB 2012**

Work experience at Wellcom Group. Five days working directly with multiple
Graphic Designers. Observed and assisted with Adobe InDesign catalogue
layouts and flyers. Observed the company's printing house and photographer **FEB 2011**

Work experience at Charterhouse Advertising. Working with the Creative
Director **OCT 2007**

REFEREES ON REQUEST