



## professional summary

I am a versatile, multi-disciplinary professional whom has the knowledge and experience to deliver intelligent outcomes efficiently and with minimal direction. My broad experience allows me to quickly identify improvements and add immediate value to a team.

A key highlight of my career was moving Ozdent's disorganised, server-based asset system onto a Microsoft SharePoint online system, ensuring the latest logos, brand guidelines, product photos and associated assets were readily available to both internal and external stakeholders.

## work experience

### Ozdent Pty

March 2025 - July 2026 • 1 year 4 months

Senior Graphic Designer / Marketing Generalist

A multidisciplinary role designing marketing and promotional materials across Ozdent's Dental, Grocery, and University sectors, with involvement in the company's e-commerce modernisation.

**Key Achievements:** Optimised Ozdent's MailChimp account; and led the move from print-based proofing to a digital SharePoint online system.

- **Created and Managed Promotional Campaigns:** Designed and delivered multi-channel campaigns across digital, print, eDMs, landing pages, and social media, including video, events, 3D mockups, and packaging.
- **Manage MailChimp Account:** Manage the Ozdent MailChimp account and the audience database, create and send campaign eDMs.
- **Packaging Design:** Created print-ready packaging artwork, managing fold and die lines plus Process, Pantone, foil, and Spot UV colours.
- **UI and Web Design:** Advise on Ozdent's UI for their new e-commerce website, and landing pages for promotions.
- **Printer and Stock Officer:** Manage the in-house Konica Minolta AccurioPress C4070 digital printer (SRA3 and below), including maintenance and stock control.

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### DAS Dicker Data - Access and Surveillance

May 2022 - February 2025 • 2 years 9 months

Marketing Generalist / Senior Graphic Designer

Sole Marketing Designer working with the Marketing Manager to deliver promotional and awareness campaigns for 10 branches nationwide.

**Key Achievement:** Created and managed video content for multiple in-branch digital screens, increasing product awareness and over-counter sales.

- **Marketing and Promotional Design:** Created and delivered DAS and vendor-led campaigns across digital and print, including eDMs, landing pages, video, POS, events, and catalogues.
  - **Client Collaboration:** Collaborated with vendors and sales managers to develop accurate, effective marketing materials.
  - **Managed Branch Promotional Screen Playlists:** Created and managed in-branch digital screen playlists to deliver engaging content.
  - **DAS Catalogue:** Designed and workflow-managed the DAS quarterly product catalogue, producing print and interactive PDF assets with supporting collateral.
  - **External Communication:** Liaised with external marketing partners to deliver cohesive, high-quality results.
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## program experience

- **Adobe Creative Cloud:** InDesign, Illustrator, Photoshop, Premiere Pro, Acrobat Pro, Media Encoder
- **Microsoft Office Suite:** Excel, Forms, OneDrive, PowerPoint, SharePoint and Word
- **Workflow Tools:** Asana, MediaSpectrum, Microsoft Planner, Trello and Monday
- **Online Creative Platforms:** Canva, Figma, HubSpot and MailChimp
- **Operating Systems:** Professional experience with iOS and Microsoft platforms
- **Eco-Systems:** Proficient in Google, and Microsoft Sharepoint and OneDrive eco-systems
- **CRM familiarity:** MailChimp, HubSpot and working experience with various company CRMs



## Hills Limited - Security and Surveillance Department

Mar 2020 - May 2022 · 2 years 2 months

### Marketing Designer and Brand Ambassador

Worked closely with the Marketing Manager, we created promotional campaigns for 12 Hills branches across Australia.

**Key Achievements:** Expanded market presence by launching and growing the Hills Facebook page to 4,000+ followers; executed the rollout of a remote video management system for in-branch digital screens.

- **Brand Consistency:** Maintained cohesive brand identity for Corporate, B2B and partnered brands across all creative outputs.
- **Digital Asset Management:** Managed and organised digital asset libraries and templates for sales teams.
- **Website Management:** Updated and maintained corporate and trade websites.
- **Campaign Delivery:** Planned and executed print, digital, and social campaigns with consistent messaging.
- **Analytics & Advertising:** Managed Google Ads and UTM tracking to measure performance.
- **In-Branch Digital Screens:** Created and managed video and static content for in-branch screens.
- **Video Content Management:** Managed the Hills YouTube channel and marketing video content.

## News Corp Australia (NCA)

Mar 2004 - Dec 2019 · 15 years 9 months

### Senior Creative Designer - National Marketing Team

Developed high-profile campaigns across Advertising, Marketing, Editorial, Sales, and Corporate teams, ensuring all creative collateral met News Corp Australia's brand and production standards.

**Key Achievement:** Built strong expertise in CMYK/RGB workflows, pre-press, and pre-flight processes within a print-dominant environment.

- **Marketing and Event Collateral:** Delivered marketing and event collateral across print, large-format, digital, and social channels.
- **Digital Asset Management:** Maintained company-wide digital assets, including complex high-resolution layered Photoshop files still used today – 8 years later.

More experience history can be provided on request.

## education



Bachelor of Design  
(Visual Communications) 1998 - 2002

Associate Diploma Graphic Design 1994 - 1995  
Fine Arts Certificate - Graphic Design Certificate 1993

## work references

Jill Tayler – Business Development Manager Ozdent

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Naomi Ward – Former Marketing Manager DAS & Hills Limited

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Tom Grzelak – Former Marketing Strategy Manager DAS

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## bonus experience

- Provide First Aid, CPR & Basic Emergency Life Support (2026)
- Working with Children Check (2025)
- NSW White Card (General Construction Induction Card)
- **Information Technology:** Operating system problem solving, computer systems setup and basic networks