



# Natasha Wilkie

I am a dependable and hard working individual eagerly looking for an exciting new job opportunity.

I have excellent computer, customer service, communication and problem solving skills. I am energetic and self-driven with exceptional time management and organisation skills and have the ability to multi-task. I offer flexibility in my hours when needed to ensure my duties are completed within deadlines and to the highest of standards.

I work well individually and as part of a team and have an innate ability at helping others. I am reliable, honest and dedicated with good self presentation and believe I would be an asset to your team.

## Experience

- Kurmond Homes**  
 Windsor, NSW  
 May-Oct 2020
  - Marketing manager & creative director**  
 Having worked with Kurmond Homes previously through my role at GBD as their project manager they later hired me as their full time in house marketing manager. My responsibilities included development of marketing strategies, budgets and creative material (print, digital, signage etc.), planning and running events including openings of display homes, social media content and scheduling, assist sales staff at the display homes, photo and video shoot planning and execution, working and organising events with charities and sports team the company sponsors, development and re-launch of a new brand targeted at first home buyers – Kurmond Complete and working with the companies new brand ambassador Jason Hodges developing radio ads and various other digital content including planning and directing of a video series.
- Camperact**  
 Narellan, NSW  
 2018 - May 2020
  - Sales & Marketing Manager**  
 Camperact were a freelance client for many years, they then hired me as their sales and marketing manager to work in house at the showroom. Some of my responsibilities included development of marketing strategies, budgets and creative material, social media content, digital ads and SEO, representing and attending camping shows and events, assist in the sale of products.
- Jaycar**  
 Marsden Park, NSW  
 Feb - May 2020
  - Retail Assistant**  
 Working in-store my responsibilities included; providing exceptional customer service and product solutions to customers, ongoing merchandising of the store to ensure product availability for customers, stock recovery, general housekeeping duties, working cooperatively with other team members to enhance the customer experience in store.

## Contact information

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Portfolio  
 chuchidesign.com.au

## Professional skills

- Administration
- Customer/client relations and communication
- Multi-tasking & time management
- Organisation
- Event coordination
- Creative director
- Web development and design
- Digital content and platforms
- Graphic design
- Marketing strategy, planning, budgets and forecasting
- Advertising
- Creative development
- Brand building
- Direct marketing
- Campaign coordination
- Project management
- Media buying
- Order management
- Training of staff and clients

## Qualifications

- Certificate III Media
- Certificate II Creative Industries
- Certificate II Community Services (Childcare)
- Certificate I Hospitality (Kitchen Operations)
- Tasmanian Certificate of Education (2009)

## Experience continued

- Food Coma and Chutney Cafe**  
Richmond, NSW  
Jan - March 2020

● **Barista, bartender and waitress**  
My responsibilities included; making coffee and beverages, preparing food including wood fire pizza and desserts, providing excellent customer service, money handling and cleaning operations.
- GBD (Graphic By Design)**  
Erina, NSW  
Full Time  
- Mar 2015 to Nov 2018  
Freelancer/  
Subcontractor  
- current

● **Web developer/designer, marketing coordinator and digital specialist**  
GBD is a marketing agency and design studio on the Central Coast. My responsibilities included; develop and maintain client websites, provide social media, SEO and SEM services, coordinate marketing campaigns, manage media bookings, plan and co-ordinate event campaigns, work collaboratively on creative development, develop strategic plans, marketing budgets and liaison with clients. In addition I was assistant/temp studio manager and provided support to all other service areas within the agency including design, marketing, audio and video production, client relations and general administrative duties such as; project management, quoting, proposals, print orders and presentation preparation.
- Azure Advertising**  
Central Coast, NSW  
2017 to 2020

● **Freelance digital designer**  
Commissioned to develop digital advertising material for client projects including global brand Alcon's Opti-Free Puremoist product.
- CE Catering Sugartime Crock & Pickle**  
Tuggerah, NSW  
Dec 14 - Mar 15

● **Digital specialist/marketing coordinator**  
As the in-house digital specialist and marketing co-ordinator my responsibilities included; managing orders through the website, picking, Packing and posting orders, maintaining existing websites for CE Catering and Sugartime, designing and developing a new online store website for Crock & Pickle, social media marketing, developing other marketing materials and assist within the store and customer service.
- Drug Education Network (DEN) - Tasmanian Government**  
Hobart, TAS  
Oct 2014 to Sept 2015

● **Outsourced web developer**  
Commissioned by the Drug Education Network (DEN) in Tasmania to develop a website for a program that promotes a smoke free generation and provides ongoing support to young people. The website was designed and influenced by focus groups held by DEN. After development was complete I continued to provide ongoing support and maintenance of the website.

## Technical skills

Adobe Creative Suite  
Microsoft Office Suite  
Synergy8/Oncord  
HTML5  
CSS3  
Google Web Developer  
Social Media Marketing  
Adobe Business Catalyst  
WordPress  
Javascript  
Joomla  
Drupal  
SEO (search engine optimisation)  
SEM (search engine marketing)  
Interactive web features  
Salesforce  
Hubspot Marketing Automation  
Video and Audio editing  
Autopilot  
Paperless Post  
Various other digital platforms and CMS systems

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## Personal interests

Music  
Sailing  
Gaming  
Art  
Cake decorating  
Creative projects  
Dancing

## Experience continued

- Frameworks for Change (FFC)**  
Hobart, TAS  
Aug 2014 to Dec 2016
- **Graphic designer, digital and marketing**  
I starting working across the Frameworks for Change (FFC) portfolio through my work with Doodlefish. FFC later hired me as a part time/casual in house specialist to provide additional digital services and collaborate on the development of new initiatives and strategies for their growing business. My responsibilities included; Maintaining their existing website, management of contact database using a CRM, email campaigns (EDMs), providing assistance at events/workshops, collaboration on new business initiatives, product and event photography and video, develop an ecommerce store for the website and general administration.
- Dominos**  
Hobart, Tas & Central Coast, NSW  
Sep 2014 to Jan 2016
- **Shifty (shift runner, manager trainee) and delivery driver**  
As a shift runner at Dominos I was responsible for managing the store, assist with the training of new staff members, OH&S and maintaining a high standard of customer services. My responsibilities included; Customer service, assisted with staff training, management, telephone communications, customer complaint resolution, OH&S, time management, delivery driver, customer relations, cash handling and banking.
- Doodlefish**  
Hobart, TAS  
May 2007 to Oct 2014
- **Graphic designer and web developer**  
After completing two weeks of work placement with Doodlefish I was hired as a graphic designer. During my time at Doodlefish I grew my knowledge and experience in other creative areas, including web and grew a passion for the creative industry. Responsibilities included; Developed creative graphic design and web projects for a wide range of clients, worked collaboratively on marketing strategy and new business initiatives, assisted with general admin.
- Make a Wish Foundation**  
Hobart, TAS  
2014
- **Direct marketer**  
Commissioned as a freelancer through a marketing firm to provide direct marketing services for the Make a Wish foundation and obtain ongoing donations for the charity.
- HarbourVista Apartments**  
Canada  
Oct 2012 to Dec 2013
- **Property/rental manager, graphic designer, digital and marketing manager**  
Responsible for overseeing all aspects of the properties including, project management, construction, contractors/tradesmen, rental of apartments, maintenance, management of staff, legal paperwork, advertising, website, cash handling, banking and conflict resolution.
- Soveriegn International**  
2011
- **Digital specialist & event coordinator**  
Website development and maintenance in a group dynamic, managing group events and organising schedules for the group.

## References

- Lisa Stockwell**  
GBD/Stockwell Creative Marketing Specialist  
e: [lisa@gbd.com.au](mailto:lisa@gbd.com.au)  
m: 0411 240 028
- Michelle Poutu**  
Magnet To Life Marketing Specialist/Life Couch  
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- Lou-Anne Lind**  
Aboriginal Affairs NSW Director, Strategy & Coordination  
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m: 0437 170 567
- Elena Nikolaou**  
El Niko & GBD Freelancer/Graphic Designer  
e: [elena@elniko.com.au](mailto:elena@elniko.com.au)  
m: 0424 321 686
- Debra Quartararo**  
Doodlefish Web Design Owner/Director  
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Written references can also be viewed on my portfolio website [chuchidesign.com.au/testimonials](http://chuchidesign.com.au/testimonials)

## Experience continued

- NS14 Association of Tasmania**  
Hobart, TAS  
2009 - 2014
- **Secretary and committee member**  
Developing opportunities for the class, event management and managing committee meetings and agendas. Website development and maintenance, managing promotions, advertising and media opportunities. Assisted with creation and distribution of newsletter to members.
- Chickenfeed**  
Hobart, TAS  
Sept 2006 to Jan 2009
- **Store assistant**  
Training and mentoring new Christmas casual staff, customer service, cash handling, stock, cleaning and yearly stock take of both my store and other local stores.
- ABC Learning Centre**  
Glenorchy  
Hobart, TAS  
May 2007
- **Childcarer**  
I worked within the team at the ABC learning centre across all age group care rooms. My responsibilities included; meal preparations, organisation activities, communication with children, parents and co-workers and cleaning operations. After my vocational work placement was complete I was offered a position.
- Glenorchy Family Day Care Scheme**  
Hobart, TAS  
2007
- **Childcarer**  
Work within a family day care home for 2 weeks as part of my vocational work placement. My responsibilities included; meal preparations, organisation activities, communication with children, parents and co-workers and cleaning operations.
- Benjafield Childcare Centre**  
Hobart, TAS  
August 2006
- **Childcarer**  
I worked within the team at the Benjafield Childcare Centre across all age group care rooms. My responsibilities included; meal preparations, organisation activities, communication with children, parents and co-workers and cleaning.
- Wrest Point Casino Coffee**  
Hobart, TAS  
July 2006
- **Waitress/barista**  
My responsibilities included; customer services, cleaning operations, event organisation and assistance in a group dynamic, bar-tending.
- Platform 1 Coffee Shop**  
Hobart, TAS  
July 2006
- **Waitress/barista**  
My responsibilities included; making coffee, customer services and cleaning operations.