



Natasha Wilkie

I am an enthusiastic, energetic and hard working individual eagerly looking for an exciting new job opportunity.

I have excellent administration, computer program and problem solving skills, as well as the ability to listen and understand customer and staff needs. I learn new concepts, skills and programs at an impressive speed to continually improve my skill set and work ethic.

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

Experience

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 current

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 their website, picking of products from warehouse and store, 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, designing flyers and other materials, 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.

Contact information

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Address

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Yarramundi NSW 2753

Phone

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ABN

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Portfolio

chuchidesign.com.au

Professional skills

Web development and design

Digital content and platforms

Graphic design

Marketing strategy, planning,
budgets and forecasting

Advertising

Creative development

Brand building

Direct marketing

Event & Marketing campaign
coordination

Project management

Media buying

Administration

Customer/client relations and
communication

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

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
Feb 2008 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, tenants, maintenance, management of staff, legal paperwork, advertising, website management, cash handling, banking, problem solving and conflict resolution. My greatest achievement in this position was renting out more than 80% of the apartments in the building (over 100 in total) prior to the completion of construction.

Soveriegn

International
2011

Digital specialist & event coordinator

Website development and maintenance in a group dynamic, managing group events and organising schedules for the group.

Technical skills

Social Media

Adobe Suite

Microsoft Office

Synergy8

HTML5

CSS3

Google Web Developer

Foundation Framework

Adobe Business Catalyst

WordPress

Joomla

Javascript

SEO

SEM

Interactive web features

Salesforce

Hubspot

Video and Audio editing

Various other digital platforms

Personal interests

Music

Dancing

Sailing

Gaming

Art

Cake decorating

Creative projects

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 operations.

Wrest Point Casino Coffee Shop

Hobart, TAS
July 2006

Waitress/barista

My responsibilities included; customer services, cleaning operations, event organisation and assistance in a group dynamic, bar-tending (alcoholic beverages, coffee, tea etc.)

Platform 1 Coffee Shop

Hobart, TAS
July 2006

Waitress/barista

My responsibilities included; making coffee, customer services and cleaning operations.

References

Michelle Poutu

Magnet To Life
Marketing Specialist/Life Couch

e: mjpou21905@gmail.com

m: 0437 283 754

Lou-Anne Lind

Aboriginal Affairs NSW
Director, Strategy and
Coordination

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Elena Nikolaou

El Niko, Azure Advertising
& GBD

Freelancer/Graphic Designer

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Helen Rees

Frameworks for Change
Founder & Director

e: helen@
frameworksforchange.com.au

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Debra Quartararo

Doodlefish Web Design
Owner/Manager

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Margaret Jones

Retired - Formerly FFC
Business Manager

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Written references also attached

To whom it may concern

Reference for Natasha Wilkie

Natasha Wilkie (Tash) has been an integral part of our web development team for the past 7 years. She first came to Doodlefish to gain work experience while still at College. I was so impressed with her abilities that I offered her ongoing work.

Tash's abilities are far beyond any I've seen in others of her age group. In particular I've been impressed with the speed at which she learns new concepts, her ability to problem solve complex issues, her project management skills and her ability to listen and understand a client brief. She shows an innate ability to visually perceive balance and harmony in shape and colour. While she has a strong creative sense coupled with a thorough knowledge of the Adobe Design suite. She has also demonstrated an ease in working with complex logical coding structures including HTML, CSS, web applications and database constructs.

Tash has the rare ability to view a project from both a 'birds eye' view and a project task detail view and this makes her an excellent project manager. During the time I've known her, she has always been keen to learn new skills and has a thirst for expanding her knowledge into new areas.

During her time at Doodlefish she was using Microsoft word, excel and outlook, Adobe Illustrator, Indesign, Photoshop, Dreamweaver, and the Business Catalyst backend hosting structures on a daily basis. She was also able to write HTML, prepare layouts using CSS, manipulate Javascript scripts, interpret Word press templates, and instruct clients in how to manage their website. She has an excellent understanding of current online marketing concepts and an understanding of on page optimisation and SEO principles.

Tash has impressed me with her work ethic. Given the nature of our work there are times when deadlines have to be met and Tash has always offered flexibility in her hours when I needed help to complete projects on time. She has always been punctual, polite, trustworthy and reliable. For the past 4 years she has continued to work for Doodlefish remotely while living in Canada and the US. I believe she would be an integral part of any creative or project management team.

Regards

Debra Quartararo
Manager, Doodlefish Web Design
26th June 2014



Department of Education

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Claremont College

December 2009

To Whom It May Concern

Natasha Wilkie was a student at Claremont College for three years from 2007-2009. She studied a diverse range of subjects across both academic and applied learning areas in line with her career ambition in the Media and Arts. Natasha displays fine creative abilities in both the areas of digital content creation and the traditional arts of drawing and photography.

Natasha has had her art work exhibited in the end-of-year College art exhibitions and in the College's Arts Showcases.

Natasha is a motivated, diligent student who can be relied upon to meet deadlines. She strives for excellence in her work and will persevere and respond positively to advice when presented with challenging tasks. Natasha can be relied upon to work independently with a minimum of supervision and works hard to achieve her goals. She is punctual and is prepared to put in extra time and effort to achieve high quality outcomes. Natasha has excellent oral and written communication skills and is an effective team member. She has excellent ICT skills with a wide range of software applications in the creative arts and has outstanding ability in the area of illustration design and internet content design.

Natasha has a bright, bubbly personality and is a courteous person who conducts herself with maturity. She relates well with students and teaching staff. Natasha is totally honest and can be trusted to respect other people's property and equipment. She always takes pride and care in her appearance and is well-spoken in her dealings with others.

We strongly recommend Natasha Wilkie as a person who would be a most competent and reliable employee in her chosen career path.

Mike Dowling
Tutor Group Teacher

Lynne Hanlon
Principal