

# JO Smith



JOANNE  
SMITH  
GRAPHIC  
DESIGNER  
SALES &  
MARKETING

## GETTING IN TOUCH



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WEBSITE  
www.designfeather.com.au



## EDUCATION

### Diploma in Graphic Design

2014 - 2015 Design Centre Enmore

### Certificate IV in Graphic Design

2012 - 2014 Design Centre Enmore

### Cert IV in Frontline Management

2009 - 2011 Hostec

### Cert IV in Visual Merchandising

Ultimo TAFE NSW

## INTRODUCTION

I am a freelance Graphic Designer and Branding Stylist.

I also work full-time across two roles, three days of my week I work in Sales/Customer facing role and for the rest of the week in a Marketing support role for The Fresh Venture Group. Having a thorough understanding corporate and consumer demands in my Sales & Customer facing role I am able to influence marketing driven content and give website user experience input.

In my Marketing support role my graphic design skills are utilised for EDM, marketing collateral, user Interface design & brochure design.

I also have a background in National Visual Merchandising & decorating, my styling skills have been highly sought after & put to good use for product photoshoots each year at The Fresh Venture Group. My freelance role I get to be even more creative, designing logos, brand design, print design and visual website design.

## CURRENT EMPLOYMENT

### 2011 - Present - Fresh Venture Group

Sales/Customer facing team member & Marketing Assistant. EDM design and Email Marketing Campaign creation, Brochure Design & Layout. User Interface Design, User Experience input including Website Merchandising. Photohoot Stylist.

Corporate & Consumer sales, including ongoing Account Management. Customer Service Trainer of new staff in system & software program training, product knowledge and administrative duties and quoting. team in system software programs and product knowledge.

### 2015 - Present - Design Feather

Graphic Designer - Free lance

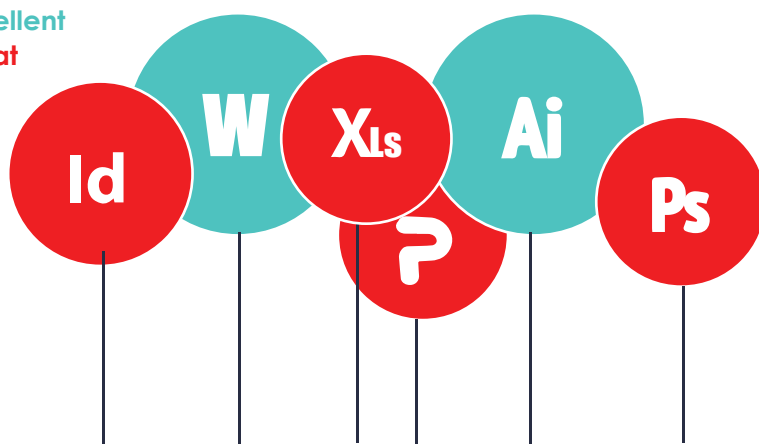
Visual Website design, Brochure design & Layout, Logo design, Branding Stylist, Social Media Content design, website and digital/traditional marketing content & print design.

## Character References

AVAILABLE ON REQUEST

## Technical Skills

Excellent  
Great



# JO Smith



JOANNE  
SMITH  
GRAPHIC  
DESIGNER  
& BRANDING  
STYLIST

## EXPERIENCE

### 2009 - 2011 - Kirribilli Club

Marketing & Events Coordinator  
Marketing for all regular and one off club events.  
Graphic Design for all inhouse and external advertising collateral and Members EDM. Events coordinator for band booking management, online ticket sales management. Profit and loss analysis for events held within the club.

### 2008 - 2009 - Citrus Projects

Sales, Marketing and Graphic Design  
Sales enquiries, design of marketing promotional advertising. New sales and liaising with existing clients in coordination of production of new season marketing concepts. Point of sale and visual merchandising solutions for retail clients.

### 2008 - Rodney Clark

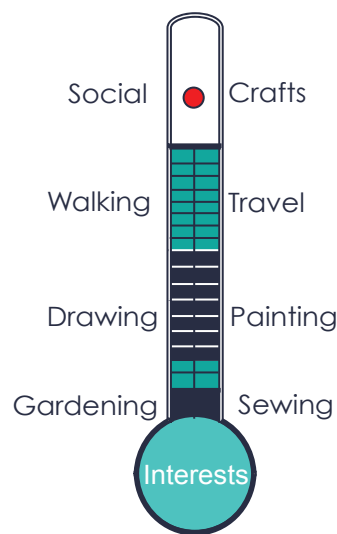
National Visual Merchandiser  
Visual Merchandising coordination of new store set ups nationally. Design of seasonal window props. Design and creation of merchandising directives & standards manuals. Training & development workshops between store staff and visual merchandising standards.

### 2007 - 2008 - David Lawrence

National Visual Merchandiser Coordinator  
Visual Merchandising of new store openings nationally. Cost effective budgeting for all components of visual merchandising window displays for all stores nationwide. Window prop design. Seasonal window creative communication via intranet directives. Fashion Parade styling.

### 2003 - 2007 - Country Road

State Visual Merchandiser  
Homewares stylist.  
State visual merchandiser for womens, men's and children's apparel.  
Fashion Parade Styling.  
Instore decorator



## AVAILABILITY



4 weeks  
notice



Full  
time



Free -  
lance

## What I do best!

I am incredibly passionate about what I do. I design quality upmarket websites that shine, logo's that stand out from the crowd, brochures that turn heads. I genuinely care about my clients and am a skilled communicator whether it face to face, on the phone or via email.

## My Graphic Design Philosophy

I believe in beautiful branding through the Graphic Design to convey an emotion, action and reaction through, colour, photography and typography.

It is important to illustrate your character through your brand as it builds your customers trust and also shapes a better understanding of who you are as a company. Making others "think and feel" is what drives my desire to generate a distinct message by creative approach.



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