
CHRISTINA NIMMO

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OBJECTIVE

Experienced Graphic Designer and Marketing Coordinator, trained in all aspects of design, communication and customer retention. Dedicated professional with communication and problem solving skills ensuring customer satisfaction to all internal and external stakeholders.

Delivering the highest level of service to maximise revenue.

SKILLS

- Communication
- Account management
- Time management
- Creative graphic design and typography
- Problem-solving abilities
- Working in high pressure situations
- Adaptability
- Creating a positive customer experience
- Adobe Creative Suite
- Microsoft Office
- Pre-press, print and Digital design
- Shopify, BigCommerce & WordPress
- Mailchimp & EDM design
- 3D rendering
- Photo retouching
- Video editing
- Task Management Software
- Print ad delivery software
- Proficient with MAC & PC

EXPERIENCE

GRAPHIC DESIGNER / MARKETING COORDINATOR **FRESHFOOD SERVICES**

September 2019 – To current

- Creating artwork and brand assets, POS, Packaging design, magazine design, trade presenters, banners and signage using my advanced skills in Adobe InDesign, Photoshop, Illustrator, Acrobat, Microsoft Office including PowerPoint.
 - Creating and scheduling Email Direct Marketing and social posts.
 - Photo retouching & 3D image rendering.
 - Filming, editing and producing finished videos with Adobe video editing software.
 - Management of products, images and offers on the shop. freshfood.com.au (BigCommerce).
 - Trade Marketing design and organisation.
 - Coordinated and highly involved in end-to-end product launch.
 - External stakeholder management.
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SENIOR GRAPHIC DESIGNER / ACCOUNT MANAGER **STAND ALONE DESIGN**

May 2014 - July 2019

- Multi-faceted designer with expertise in but not limited to creative design, packaging, Point-Of-Sale and digital imagery.
- Designing within corporate guidelines.
- Management of design briefs from initial design through to implementation.
- Coordinating, designing and producing multi-page catalogues and Point-Of-Sale.
- Communicating directly with customers and stakeholders via phone, in person and via email to ensure their experience is pleasant, productive and memorable.
- Account management of brand name company accounts.
- Art direction and training and management of junior staff.

GRAPHIC DESIGNER **STAND ALONE DESIGN**

May 1999 - May 2014

- Designing sales brochures, magazine and newspaper ads, gift certificates, invitations, business cards, signs and banners.
- Creating digital image files for use in digital and traditional printing methods.
- Directing photography and re-touching and manipulating images using Photoshop.
- Logo design and implementation to other materials.
- Packaging design.
- Managing inbound & outbound customer & client enquiries.
- Creating Point-of-Sale material for print and web.
- Cultivating positive relationships with clients.

EDUCATION

TAFE STATEMENT IN DIGITAL & SOCIAL MEDIA MARKETING

2021
TAFE ONLINE

DREAMWEAVER L2 & L3 (CSS)

2011
Fearless Media Group Pty Ltd

WEB DESIGN

2007
TAFE NSW Enmore Design Centre

DREAMWEAVER & FLASH

2003
TAFE NSW Enmore Design Centre

ASSOCIATE DIPLOMA IN GRAPHIC DESIGN

1994-1996
TAFE NSW Enmore Design Centre

ASSOCIATE DIPLOMA OF FINE ARTS

1993-1994
TAFE NSW

LICENSES & CERTIFICATIONS

WORKING WITH CHILDREN CHECK

Service NSW
Issued May 2019
Expires May 2024

PROVIDE BASIC EMERGENCY LIFE SUPPORT

Australian Training Institute
(NSW) Pty Ltd
Issued Jul 2019
Expires Jul 2022

PROVIDE FIRST AID

Australian Training Institute
(NSW) Pty Ltd
Issued Jul 2019
Expires Jul 2022

FREELANCE WORK

CHRISTINA NIMMO DESIGN

2006 - 2020

- Designer and product manager for Shock Culture Pty Ltd. (Shopify)
- Implementation of on-line social media campaigns.
- Digital design for web, email sales campaigns and product releases.
- Design of web banners and image manipulation.
- Developing and maintenance of WordPress and Shopify websites.
- Design of print-ready artwork for clients.
- Progressive design implementation in line with current trends.

GRAPHIC DESIGNER

PJC MARKETING

1997 - 1999

- Design of brochures, posters and postcards.
- Designer and editor for Analytical Testing for Technology magazine.
- Creating briefs, compiling artwork and taking it through to finished press.
- Liaising with clients and working to strict printing deadlines.
- Filing, maintaining databases and general administrative duties.

VOLUNTEER / COMMUNITY WORK

Penshurst RSL Panthers J AFC

2017 – 2019

- Communications manager for Penshurst RSL Panthers J AFC.
- Updated website (WordPress).
- Updated fixtures and game sheets.
- Designed and edited the Panther Patter (weekly newsletter).
- Yearbook compilation and design.

Beverly Hills Public School

2013 - 2020

- Various Graphic Design work including signage, certificates, posters and event collateral.

References available upon request