
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

TAFE ONLINE 2021

DREAMWEAVER L2 & L3 (CSS)

Fearless Media Group Pty Ltd 2011

WEB DESIGN

TAFE NSW Enmore Design Centre 2007

DREAMWEAVER & FLASH

TAFE NSW Enmore Design Centre 2003

ASSOCIATE DIPLOMA IN GRAPHIC DESIGN

TAFE NSW Enmore Design Centre
1994-1996

ASSOCIATE DIPLOMA OF FINE ARTS

TAFE NSW 1993-1994

LICENSES & CERTIFICATIONS

NSW EMPLOYEE WORKING WITH CHILDREN CHECK

NSW Government
Issued May 2019

HLTAID009 PROVIDE CARDIOPULMONARY RESUSCITATION (CPR)

Australian Training Institute
(NSW) Pty Ltd
Issued September 2022

HLTAID010 PROVIDE BASIC EMERGENCY LIFE SUPPORT

Australian Training Institute
(NSW) Pty Ltd
Issued September 2022

HLTAID011 PROVIDE FIRST AID

Australian Training Institute
(NSW) Pty Ltd
Issued September 2022

SITHFAB002 Provide Responsible Service of Alcohol - NSW

Express Online Training
Issued August 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