

# Christina Nimmo

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## ABOUT ME

As an experienced Graphic Designer and Marketing Coordinator, I am adept in all aspects of design, communication and customer retention. I am a dedicated professional with excellent communication and problem-solving skills, committed to ensuring customer satisfaction for both internal and external stakeholders. My focus is on delivering the highest level of service possible to maximise revenue and achieve organisational goals.

## EXPERIENCE

### CREATIVE MEDIA SPECIALIST

#### KATRINA WRIGHT - PROPERTY EXCELLENCE

October 2022– To current

- Organise, design and finalise property marketing materials
- Booking photography and property copy-writing
- Creating buyer web books + auto responder
- Preparing open house packs for each property
- Social media management
- Office & agent marketing
- Promotion of reviews/testimonials
- Website management

### GRAPHIC DESIGNER / MARKETING COORDINATOR

#### FRESHFOOD SERVICES

September 2019 – October 2022

- External stakeholder management.
- Creating and scheduling Email Direct Marketing and social posts.
- Directly involved in end-to-end product launch.
- Proficient with Adobe InDesign, Photoshop, Illustrator, Acrobat Microsoft Office including PowerPoint.
- Filming, editing and producing finished videos with Adobe video editing software.
- Highly proficient in photo retouching and 3D image rendering.
- Management of products, images and offers on the shop.freshfood.com.au (BigCommerce).
- Creating artwork and brand assets, POS, Packaging design, magazine design, trade presenters, banners and signage.
- Trade Marketing design and organisation.

## SKILLS & ATTRIBUTES

- Communication
- Account management
- Time management
- Problem-solving abilities
- Working in high pressure situations
- Adaptability
- Willingness to learn
- Team player
- Creating a positive customer experience
- Creative graphic design and typography
- Adobe Creative Suite
- Microsoft Office
- Canva
- 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

## SENIOR GRAPHIC DESIGNER / ACCOUNT MANAGER STAND ALONE DESIGN

May 1999 - July 2019

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

## 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

## LICENCES & 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