



VANESSA JONES

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Creative and multi talented Graphic and Web Designer with extensive experience in digital and print design, web design and marketing. Excellent collaborative and interpersonal skills; a team player with well-developed written and verbal communication abilities. Highly skilled in stakeholder relations and negotiations; talented at building and maintaining “win-win” partnerships. Passionate at creating innovative marketing strategies and campaigns; Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

KEY STRENGTHS

- Design innovation and creativity, with the highly proficient use of Adobe Creative Suite (InDesign, Photoshop, Illustrator) to produce a wide range of digital and print marketing materials.
- Website design including UX and UI design. Expert knowledge and experience using Content Management Systems (CMS), HTML and CSS.
- Digital marketing including content creation, planning, campaign management, and delivery via a range of channels including email marketing, EDM, social media, blogging and web content.
- Project management from inception through development and to final delivery, engaging with stakeholders and ensuring delivery to schedule.

CAREER ACHIEVEMENTS

DIGITAL

Designed, developed and maintained hundreds of websites for small to medium businesses.

Implemented websites using static HTML, and content management systems such as Joomla and Wordpress. Many included customised functionality and e-commerce features.

Maintained the Intranet for a Queensland government departments by working directly with stakeholders to keep their frequently accessed information, procedures and forms up to date.

Guided a client from an initial e-book idea to a fully functional monetised online training system which helps teachers with performance self assessment and career development.

PRINT

Designed, developed and produced a bi-annual 100+ page tourism magazine resulting in successful completion on time and to budget giving hundreds of businesses international exposure.

Developed and documented full style and brand use guidelines which resulted in consistent application of branding across all print and digital marketing collateral and activities.

Created logos, brochures, advertisements and signage for numerous businesses.

MARKETING

Consulted with small to medium sized businesses to create and execute marketing plans.

Created marketing collateral for campaigns ranging in size from small businesses to large commercial and government organisations.

MANAGEMENT

Ran a successful web and graphic design business, managing projects for a wide range of small to medium businesses. Projects ranged from small website re-design projects to larger scale marketing planning and delivery of required print, and digital advertising collateral.

PRO SKILLS

PHOTOSHOP

INDESIGN

ILLUSTRATOR

PREMIER PRO

DREAMWEAVER

ACROBAT PRO

WORDPRESS

JOOMLA

SITECORE

SHAREPOINT

SQUIZ MATRIX

HTML

CSS

SEO

GOOGLE ANALYTICS

SOCIAL MEDIA

WORD

EXCEL

OUTLOOK

POWERPOINT

PROFESSIONAL EXPERIENCE

**Department of Agriculture and Fisheries and
Department of Innovation, Tourism Industry Development and the Commonwealth Games** **2018 - 2019**
WEB CONTENT OFFICER

- Assisted in the web publishing process by undertaking routine editing tasks in the web content management system (Squiz Matrix) for the internet and intranet web sites.
- Provided advice and solutions to web author's technical problems as required and assure the technical quality of the web pages.
- Provided assistance with the principles of effective web writing and document accessibility standards to assist and guide communications officers and other internal clients in their use.
- Consulted and liaised with clients and stakeholders to maintain effective working relationships to ensure that services continually meet their needs.

Residential Tenancies Authority **2016 - 2017**
DIGITAL MEDIA OFFICER / GRAPHIC DESIGN

- Liaised with internal and external stakeholders to maintain the intranet's (SharePoint) extensive resource of documentation.
- Produced marketing materials for digital channels and internal promotions, including in-house photography, video and editing.
- Backed up Senior Digital Media Officer by performing content updates and maintenance on the RTA's website (Sitecore).
- Assisted Graphic Designer with work overflow.

VanessaJ.com.au – (Re-branded from GraphicsGirl in 2015) **2002 - 2016**
WEB DESIGNER / GRAPHIC DESIGNER

- Self employed website and graphic designer working on projects for small to medium businesses.
- Vast experience in website creation using various content management systems (CMS) including Joomla and Wordpress; CSS and HTML.
- Project management experience, including record keeping, preparation of proposals and knowledge of contractual agreements; expert use of Microsoft desktop software, including Word, Outlook and Excel.
- Demonstrated self-motivation and ability to work independently.

Simply Web Systems Ltd **2001 - 2002**
SENIOR WEB DESIGNER / GRAPHIC DESIGNER

- Website designer working within a small agency to develop large e-commerce websites using in-house CMS.
- Liaised with stakeholders to organise, coordinate and gather all content and design elements.
- Delivering one on one client training and training workshops on admin usage of the CMS and ongoing maintenance of websites.
- Sales to current clients of upgrades and additional features.
- Design and production of all internal Simply Web systems advertising and marketing material.

TravelMedia 2000 / TravelTech Publishing **1998 - 2001**
GRAPHIC DESIGNER / EDITORIAL EXECUTIVE / WEBSITE DESIGNER

- Lead in the design and production of TravelTech, an internationally distributed tourism magazine.
- Completed the full layout, design, and production of TravelTech magazine.
- Liaised with stakeholders to organise, coordinate and gather all content and design elements.
- Design and production of all internal TravelMedia and TravelTech advertising and marketing material.
- Website design and production for TravelMedia tourism clients.

EDUCATION

- Current** **Diploma of Marketing & Communication** - specialising in digital marketing
Open Colleges Australia
- Part time
- 2018** **Queensland Government web writing and style guide**
- Training
- 2017** **Statement of Attainment in Marketing & Communication**
- Full time
- 1998** **Graphic Design**
Christchurch Polytechnic - New Zealand
- Part time
- 1997** **Diploma of Digital Multimedia Design and Production**
Design & Art College of New Zealand
- Full time

ASSOCIATIONS

- 2012 - 2016** **Business Networking International (BNI)**
Education Coordinator
Chapter website administrator
- 2001 - 2002** **Design & Art College of New Zealand**
Industry advisory group member

REFEREES

Available upon request