

Kathleen Cameron

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PERSONAL SUMMARY

A creative marketing professional with many years of experience in digital asset creation and management for engagement.

I am passionate about brands, corporate design/maintenance, agency management, events and communications. I have many and varied digital platform skills and expertise, as well as event styling/planning. Adaptable and excited by challenge, I thrive in both team and autonomous environments.

Problem solving thrills me, driving me to achieve outcomes that have real world impacts. I have an innate sense of time management and am used to juggling deadlines and conflicting priorities. Using my initiative and naturally outgoing personality, I am customer centric and love direct interaction with all stakeholders.

SKILLS

- Graphic design
- Video & audio editing
- Digital photography
- Brand development & management
- Events management & styling
- Promotion & PR
- Media production
- Copywriting
- Social networking
- Digital asset management
- Adobe CC
- CMS (WordPress, Joomla, Kentico, Umbraco)
- MS Office suite
- File Management Services (Google, Dropbox, OneDrive)
- Customer Relationship Software
- Some EDM

EMPLOYMENT HISTORY

May 2017 – Current | Racing Queensland Digital Content Assistant | Marketing Assistant

Racing Queensland is the peak statutory body promoting and regulating three racing codes throughout the state.

Core Responsibilities:

- Brand development, maintenance and analysis of a brand hierarchy containing many sub-brands, logos and styles. Style-guide development and implementation.
- Graphic design including web, print, signage and multi-media production, highly skilled with most Adobe CC products (layout for all media presentations, photo finishing, asset integration and repurposing).
- Website management and publishing developed with multiple Content Management Systems, scheduling of publishing and ensuring content is fresh and contemporary.
- Event styling/planning and management including special race day events, national and state awards ceremonies, media events and launches. Guests include VIPs, celebrities and politicians.
- Social media content planning and monitoring (Facebook, Instagram), community engagement, assist with paid and organic strategy development.
- Content development and analysis, including inhouse development as well as assisting with the coordination of other professionals such as external agencies, photographers and film crews.
- Basic, cost effective yet high quality, visually effective video production and editing for marketing engagement.
- Copywriting and corporate visual presentations for executive and ministerial release.
- Consultation with key stakeholders regarding creative and/or digital solutions, providing recommendations in line with brand, expertise, objectives, marketing outcomes, resources and budget.
- Agency briefing and management.
- Digital asset management and file maintenance.

Achievements:

- With much acclaim and impact, I have developed thousands of high-quality presentations, documents, digital assets, videos, reports, web pages, websites and merchandise in line with the brand hierarchy which contains multiple sub brands and styles. These were utilised across prestigious events, racing events, media launches, social media, web, television (including live broadcast), print and major signage to achieve corporate and government KPIs.
- I have successfully provided creative and digital consultation, and assisted in the management of, key stakeholders including the Board and Executive, multiple internal departmental clients, external agencies and vendors, racing identities, talent, photographers, film crews, media, other industry bodies, race clubs (both metropolitan and regional) and the public. With varied project objectives, I provided solutions that were successfully implemented and/or promoted, but also measured by engagement outcomes resulting in real economic terms and audience growth.

2007 – 2017 | KC Creativity ! Creative Director

KC Creativity ! was a bespoke digital creative agency.

Responsibilities:

- Delivering digital products and services including: website design hosting/support; content consultation/creation; branding; graphic design; photography; video/sound production; training/workshops, creative/technical consultation with private/public sector. Project management, including sourcing of allied professionals for collaborative ventures.

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- Maintain profitable business and reputation, utilising social networking, advertising, sponsorship and marketing to stimulate growth.
- Financial management including accounts, budgets, quotations, annual reporting, crisis/risk management and negotiation.

Achievements:

- I reliably hosted, managed and maintained content for several web clients, incorporating their brand or interpreting their unique content for online engagement.

Achievements:

- With much praise, I ran a three-week crowd-fund whereby 12 Australian artists were sponsored with \$5000 to pay fees to exhibit in Milan. Utilising regular social media and strong web collateral.

April 2016 – September 2016 | Getset Media Services Pty Ltd

Visual Communications Designer

Getset Media Services offers a range of media services, including graphic design, websites and printing.

Responsibilities:

- Maintenance and construction of hosted client websites using Joomla and WordPress.
- Graphic design for marketing and/or advertising in newspapers, magazines, clothing, online, illustration.
- Researching and writing content for specialist magazine articles and technical documents.

Achievements:

- Day to day success in the timely delivery of designs and concepts for various brands and service providers including: Virgin, Elders Real Estate, RACQ, Queensland Bar Association and Fame Talent Academy.
- Consultation web content for a bespoke publishing company, with my vast knowledge of WordPress, I could communicate style, theme, mechanics and security. Resulting in the re-modelling of a website in a short time.

September 2015 – December 2015 | Peak Marketing Pty Ltd

Graphic Designer

Peak provides brand building apparel, merchandise, consulting and support services in Australia and New Zealand.

Responsibilities:

- Product photography.
- Branding apparel, merchandise and uniforms for corporate clients.
- Mock-up product designs, packaging and point of sale signage design. Flyers/general promotional materials.
- Client pitch presentation catalogues.
- Creating artwork files for product manufacture in China and Australia.
- Liaising with technicians, clients and senior management locally and interstate.

Achievements:

- With a short deadline, I prepared web page mock-up visualisations for a sales pitch to gain a contract with Amnesty International Australia. The direct result was a contract formed of considerable worth producing branded merchandise, warehousing, managing/distributing stock orders from Amnesty International's web commerce store.
- Over the course of 2 weeks, I produced around 200 pages of mock-designs of branded merchandise/uniform options and laid out a high-quality pitch presentation catalogue for print. As a result, Peak successfully presented a pitch for 150-year anniversary merchandising for Valvoline.

May 2011 | Art Promotion Queensland Pty Ltd

Exhibition Assistant (Sanctuary Cove Arts Festival)

Art Promotions Queensland (APQ) present exhibitions, events and art awards on behalf of companies, government and private organisations.

Responsibilities:

- Assisted the registration and check-in of artworks for hanging, meeting/greeting artists.
- Hanging of art under the instruction of the Curator, handling/packing of art for return or sale.

February 2008 – September 2008 | RedBubble.com

Content Consultant & Community Liaison

RedBubble was born in 2006 to give independent artists a meaningful new way to sell their creations. Today, the site connects over 400 000 artists and designers across the planet with millions of passionate fans.

Responsibilities:

- Collaboration/consultation with senior/technical staff specific to engagement.
- Surveying the community, presenting feedback on usability, social networking and crowd-sourced content.

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- Customer service using CRM ticketing software.
- Layout of fortnightly html email newsletters in Dreamweaver for EDM.
- Encouraging, scheduling and publishing crowd-sourced content.
- Collaboration with CEOs/staff at head office, including travel interstate.

Achievements:

- Privileged to work with the CEO/Co-Founder Martin Hosking, an influential entrepreneur. Participating in a content creation team discussion in their Australian office (Melbourne).
- Aiding the successful implementation of consequential marketing of the 'groups' element of the website. 'Groups' are still a successful aspect of RedBubble today.

November 2006 | Newslimited Pty Ltd, Quest Newspapers

Graphic Designer (Advertising)

Quest Community Newspapers are free-distribution newspapers in Greater Brisbane aiming to inspire communities.

Responsibilities:

- Manipulation of Adobe Indesign templates and use of Adobe Photoshop actions, layout of advertisements for newsprint.
- High-level and technical communication with sales staff and management.

January 2006 - July 2006 | Rapid Music Festival, Catalyst Youth Arts Organisation

Project Manager (Design, Media & Publicity)

Catalyst Youth Arts works to provide opportunities in creative arts for young people. In 2006, the Rapid festival gave emerging bands/industry professionals an opportunity to gain exposure to an all ages audience.

Responsibilities:

- Development of plan for website content.
- Graphic design: TV/press/web ads, posters/flyers/stickers, branding/logo/artwork.
- Development of communication strategy to assist distribution of sponsorship, and merchandise. Media and publicity.

Achievements:

- Due to effective negotiation skills, I secured 30 secs of airtime on community television (Briz31), including TVC production. The TVC was aired twice in prime-time, a potential audience of millions, in South East Queensland.
- With limited budget, I ran a media campaign including: press ads/editorial in street press; gig guides; radio promotion (4zzz, TripleJ); internet; TV ads/editorial in local programs. The campaign was effectively executed in the agreed time frame, translating to successful ticket sales.
- Due to attention to detail/due diligence, I could provide specific reporting for acquittal of grant funding.

July 2005 - October 2005 | "Handle With Care" Project, Catalyst Youth Arts Organisation

Industry Specialist Presenter (Workshops) – Graphic Design

'Handle With Care' was a circus and graphic design project about the experience of being in out-of-home care.

Responsibilities:

- Communicate core skills of art/design to motivate at-risk young people in creative thinking.
- Graphic design of banners and printed materials for stage design. Coordination of weekly arts workshops, sourcing of materials for activities including painting, clay modelling, construction, poster-making.
- Liaising with QUT staff, youth workers/carers and circus performers.

Achievements:

- Highly-developed interpersonal skills allowed me to deeply form bonded relationships with youth. Trust developed through creative group-work/discussion to produce works, directly contributing to the visual appeal of the production.
- As a subject expert, I created an ongoing workshop strategy based on the visual plan developed by the group. Communication with circus performers allowed for stage design that illustrated the experience and allowed for interaction between props and the choreography.
- Designed large scale vinyl banners (6 m high x 2 m wide) for the backdrop of the stage. Drawing on rehearsal photos, I created realistic digital illustrations of the participants performing circus skills as a centrepiece and major visual feature.

July 2004 - September 2004 | CopyPrint Xpress Pty Ltd (Now trading as CPX Pty Ltd)

Digital Colour Specialist

CPX Pty Ltd is a privately-owned print company in Brisbane.

Responsibilities:

- Download, pre-flight and imposition of client files from various digital formats for printing on the Xerox Docucolour 2060 and 1250 copiers.

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- Cleaning/calibration/maintenance of machinery. Ensuring paper/toner stock was kept in supply.
- Quality assurance/maintenance of computer network filing system. Quality assurance of printed materials prior to shipping. Maintaining tight deadlines/quality customer service.

August 2003 - April 2004 | Queensland Government

Department of Aboriginal & Torres Strait Islander Partnerships (DATSIP)/Disability Services Queensland (DSQ)

Marketing & Communication Unit, Communications Officer

DATSIP provides leadership in Aboriginal and Torres Strait Islander policy and the delivery of services to Aboriginal and Torres Strait Islander Queenslanders.

Disabilities Queensland aims to enable vulnerable Queenslanders to contribute to a fair and prosperous Queensland.

Responsibilities:

- Graphic design of brochures, documents, flyers, invitations, certificates, infographics and magazines.
- Writing of articles for publications specific to indigenous and disabled audiences.
- Management of various projects including: collating/analyzing data from readership surveys; monitoring/review of website projects; distribution of large publication mail-outs; and obtaining quotes.
- Aided the planning and organisation of major ministerial and departmental events.

Achievements:

- Writing feature articles for esteemed Government publications, I was formally trained in copyrighting and editing.
- I designed certificates received by department staff as annual awards. Designs were approved for each department, representing each business unit's identity within strict branding guidelines. Designs were framed and presented to staff by the Minister at a ceremony at Parliament House, press photos depicting the designs were published widely.

June 2003 - August 2003 | Queensland Government

Department of Aboriginal & Torres Strait Islander Partnerships (DATSIP), Community Services Branch

Visual Education Designer

DATSIP provides leadership in Aboriginal and Torres Strait Islander policy and the delivery of services to Aboriginal and Torres Strait Islander Queenslanders.

Responsibilities:

- Design and construction of specific info-graphic images for training documents.
- Visually design around sixty training documents using limited resources in a given time-frame.
- Understand and exhibit cultural sensitivity and exhibit these qualities through work undertaken.

Achievements:

- In a rushed effort to roll out large scale education for self-governing indigenous councils in regional communities, I was engaged to collaborate with educational designers as a visual presentation specialist. I collated and interpreted roughs to create materials and governing document templates with limited resources. My success in this role led to an immediate offer of a contract within the Marketing and Communications Branch as in-house Graphic Artist.

EDUCATION

Currently Enrolled: Curtin University (edx.org)

Strategic Brand Management: Marketing In A Digital World

Perth, WA

2019

W3C (edx.org)

HTML5 Introduction

Online

2016

Curtin University (edx.org)

MKT1x: Digital Branding & Engagement (Verified Certificate)

Perth, WA

2015

Commercial Arts Training College

Certificate IV – Graphic Art & Advertising

Brisbane, Q

2001

REFEREES

Solid and informative references provided upon request.