

Kathleen Cameron

+61 410 524 439

contact@kathleencameron.info | www.kathleencameron.info

kathleencameron.myportfolio.com | [linkedin.com/in/kathleenmcameron](https://www.linkedin.com/in/kathleenmcameron)

PROFESSIONAL PROFILE

A creative marketing professional with extensive experience in digital asset creation and management for engagement. Passionate about brands, corporate design/maintenance, agency management, events and communications, and has 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. I really enjoy working in the digital environment.

KEY COMPETENCIES

Content Planning & Creation

Advanced knowledge of the Adobe CC suite with experience working with agencies and inhouse content generation. Knowledge of video and audio production and a proven record of accomplishment with creating content for social engagement.

An innate sense of time management and used to juggling deadlines and conflicting priorities.

Graphic Design

Quality and timely creation of visual communication assets to enhance marketing campaigns, corporate brands and effective dissemination of visual communication.

Digital Content Design

Deep understanding of UX/UI principles and CMS systems including digital asset management, some HTML 5.0 and CSS for visual design.

Brand Management

Extensive knowledge of branding principles to form close relationships with the target audience.

Understanding of target consumer behaviour and perception of brand, identifying competition and brand evolution in line with market trends.

Stakeholder Management

Using my initiative and naturally outgoing personality, I am customer centric and love direct interaction with all stakeholders.

Interpersonal

A valued team member and productive in autonomous environments, I have high-levels of personal integrity and am keen to learn and teach new skills. I enjoy creative problem solving which drives me to achieve outcomes that have real world impacts.

CREATIVE & TECHNICAL SKILLS

- Graphic design
- Digital photography
- Video/audio editing
- Adobe CC (Advanced user)
- Brand management
- Events management & styling
- Promotion & PR
- Copywriting
- Social networking
- Digital asset management
- CMS (WordPress, Joomla, Kentico, Umbraco); HTML & CSS for layout
- MS Office suite (Advanced user)
- Some EDM

CAREER HIGHLIGHTS

Diabetes Australia

Agforce Queensland

Racing Queensland

KC Creativity!

Getset Media Services

Peak Marketing

RedBubble.com

Digital Content Manager

Communications Officer (Brand)

Digital Content Assistant / Marketing Assistant

Creative Director

Visual Communications Designer

Graphic Designer

Content Consultant and Community Liaison

EMPLOYMENT HISTORY

December 2019 – January 2020

DIABETES AUSTRALIA | Digital Content Manager (Diabetes in Schools Training Program 2020)

Diabetes Australia is the national body advocating for people affected by all types of diabetes and is largely funded by the NDSS.

Key Responsibilities

- Advanced knowledge of web systems and collateral, interlocking scripts and creative content storytelling.
- Advanced knowledge of WordPress dashboard including ad hoc learning of specialised customisations to the CMS.
- Visual page design and creative development of visual and written content maintaining brand integrity. HTML/CSS for content layout and responsivity.
- Bug testing and reporting and assisting the design of the usability of features with a deep understanding of UX and UI principles, incorporating the requirements of the client server environment.
- Workflow design, content management and tracking.
- Advanced understanding of UI/UX, accessibility, SEO and network infrastructure principles for web development.
- Scoping of project content and equipment requirements, purchasing and executing of creative development.
- Stills photography and inhouse content manipulation as required.
- Liaising with digital and creative agencies.

September 2019 – December 2019

AGFORCE QUEENSLAND | Communications Officer (Brand)

AgForce is a lobbying and policy organisation that advocates for agriculture and agribusiness at all levels of government.

Key Responsibilities

- Brand analysis and development, including logo development and design for the 25 years of AgForce special event. Liaising with service providers and key stakeholders.
- Brand management and graphic design of corporate banners, event collateral, corporate documents and merchandise. Budget management.
- Event planning and styling.

Key Achievements

- Special event branding that was developed and deployed for anniversary 25 years event and featured in print media.
- Development of branded merchandise and sourcing of talent for national agricultural event celebrated in the Queen Street Mall.

May 2017 – August 2019

RACING QUEENSLAND | Digital Content Assistant / Marketing Assistant

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

Key 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 (layout for all media presentations, photofinishing, asset integration and repurposing using Adobe CC products).
- Website management and publishing developed with multiple Content Management Systems, scheduling 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 to coordinate other professionals i.e. 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.

- Consulted 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.

Key Achievements

- Developed numerous high-quality presentations, documents, digital assets, videos, reports, web pages, websites and merchandise in line with the brand hierarchy containing multiple sub brands and styles. These were used at events, racing events, media launches, social media, web, print, major signage and television (including live broadcast) to achieve corporate and government KPIs.
- Successfully provided creative and digital consultation and assisted in managing 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, 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.

Key Responsibilities

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

Key Achievements

- Hosted, managed and maintained content for several web clients, incorporating their brand or interpreting their unique content for online engagement.
- Ran a three-week crowd-fund whereby 12 Australian artists were sponsored with \$5,000 to pay fees to exhibit in Milan. Using regular social media and strong web collateral.

Contract Roles

April 2016 – September 2016

GETSET MEDIA SERVICES | Visual Communications Designer

Key Responsibilities

- Maintained and constructed hosted client websites using Joomla and WordPress.
- Graphic design for marketing and/or advertising in newspapers, magazines, clothing, online, illustration.
- Researched and wrote content for specialist magazine articles and technical documents.

Key Achievements

- Daily 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 vast knowledge of WordPress, communicated style, theme, mechanics and security resulting in the re-modelling a website in a short time.

September 2015 – December 2015

PEAK MARKETING | Graphic Designer (Contract)

Key Responsibilities

- Product photography.
- Branding apparel, merchandise and uniforms for corporate clients.
- Mocked up product designs, packaging and point of sale signage design. Flyers/general promotional materials.
- Client pitch presentation catalogues.

- Created artwork files for product manufacture in China and Australia.
- Liaised with technicians, clients and senior management locally and interstate.

Key Achievements

- With a short deadline, prepared web page mock-up visualisations for a sales pitch to Amnesty International Australia, resulting in a contract formed of considerable worth producing branded merchandise, warehousing, managing/distributing stock orders from their web commerce store.
- Over two weeks, produced ~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 | Exhibition Assistant (Sanctuary Cove Arts Festival)

February 2008 – September 2008 |

REDBUBBLE.COM | Content Consultant & Community Liaison

November 2006

NEWSLIMITED PTY LTD, QUEST PAPERS | Graphic Designer (Advertising)

January 2006 - July 2006

RAPID MUSIC FESTIVAL, CATALYST YOUTH ARTS ORGANISATION | Project Manager (Design, Media & Publicity)

July 2005 - October 2005

“HANDLE WITH CARE” PROJECT, CATALYST YOUTH ARTS ORGANISATION
Industry Specialist Presenter (Workshops) – Graphic Design

July 2004 - September 2004

COPYPRINT XPRESS PTY LTD (Now trading as CPX Pty Ltd) | Digital Colour Specialist

June 2003 - April 2004

QUEENSLAND GOVERNMENT

August 2003 - April 2004 Marketing & Communication Unit, Communications Officer,
Department of Aboriginal & Torres Strait Islander Partnerships
(DATSIP) / Disability Services Queensland (DSQ)

June 2003 - August 2003 Visual Education Designer, Department of Aboriginal & Torres Strait
Islander Partnerships (DATSIP), Community Services Branch

EDUCATION AND QUALIFICATIONS

Current	Strategic Brand Management: Marketing in a Digital World 2019 , Curtin University (edx.org) Online
2016	HTML5 Introduction , W3C (edx.org) Online
2015	MKT1x: Digital Branding & Engagement (Verified Certificate), Curtin University (edx.org) Online
2001	Certificate IV – Graphic Art & Advertising , Commercial Arts Training College Brisbane

INTERESTS

Art and design, fashion, digital photography, music composition and performance.

REFEREES

Available on request