

# CHARLOTTE SMITH

## GRAPHIC DESIGNER/MARKETER

An enthusiastic and skilled worker who is inspired, creative and open-minded. Organised, trustworthy, hardworking and proven capability of taking initiative and responsibility. A committed and dedicated individual who manage time successfully.

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CHARRR.ONLINE WEB

INSTAGRAM.COM/CHARRR\_CREATIVE/ INSTA

PROFILE LINKEDIN

### EDUCATION

**RMIT University**  
Post Graduate Certificate:  
Marketing 2020-2021

**Monash University  
Caulfield Campus**  
Bachelor of Design,  
Communication Design  
2017-2019

**Korowa AGS  
Glen Iris**  
VCE, Arts Captain  
2011-2016

### PROFESSIONAL

**Skills**  
Editorial Layout  
Typesetting  
Marketing  
Social Media Management  
Illustration  
Graphics: Iconography  
Time Management  
People Management  
Business Management  
Presentation Skills  
Administration  
Training Programs

### PROFESSIONAL EXPERIENCE

#### JUNIOR GRAPHIC DESIGNER: NIKKI M GROUP JAN 2021 - MAY 2021

##### Key Responsibilities:

- Typeset complex copy for education and business projects with fast-paced timelines and strict deadlines
- Designed and formatted editorial layouts for text-books and reports ensuring documents are ready for print and publishing
- Created illustrations for education, scaled and proportional graphs, maps and infographics, characters and objects in a set style, conversation dialogue layouts

##### Projects included:

- *Cengage: A+HSC Mathematics*
- *Inquisitive Pty Ltd: (Science & Geography units)*
- *Cengage: Parlamo Italiano Student Book*
- *Quality Assurance For Accountants: Risk Management Reports*

##### Achievements

- Developed and contributed transformational content for social media platforms and formed marketing campaigns - from concept development to published content

##### Projects included:

- Youtube re-brand
- Instagram development, stories and highlights
- Google My Business ads
- LinkedIn campaigns

#### GRAPHIC DESIGN INTERN: GROWCREATIVE FEB 2020 - MAR 2020

##### Key Responsibilities

- Collaborated with industry clients (*Melbourne Water, Parks Victoria*) by participating in office practices such as attending client meetings where briefs, expectations and outcomes were discussed
- Designed official concept development and refinement presentations (*Melbourne Water*)
- Co-designed official iconography and infographics (layout and graphics) for industry clients

#### MCDONALDS, MALVERN EAST MAR 2017 - JAN 2021

People Performance Manager  
April 2020 - Present

Customer Experience Manager  
July 2019 - April 2020

Shift Supervisor  
March 2019 - Present

Crew Trainer  
July 2018 - Feb 2019

Crew Member  
March 2017 - June 2018

## TECHNICAL

**Adobe AfterEffects**

**Adobe Bridge**

**Adobe Illustrator**

**Adobe InDesign**

**Adobe Photoshop**

**Adobe Premiere**

**Blender**

**Brackets**

**Google Drive**

**Microsoft Office**

## ACHIEVEMENTS

**Future Leader**

McDonalds 2018

**Crew of the Month**

McDonalds 2017

**Year 12 Arts Captain**

Korowa AGS 2016

**AMEB Grade 4 Flute**

Korowa AGS 2013

**Art & Design Awards**

Korowa AGS 2013-2016

**Citizenship Award**

Korowa AGS 2015

## INTERESTS

- Global Design
- Art/Design Galleries
- Instagram/Pinterest
- Travel
- Sport (Netball/Rowing)
- Architecture/3D Design
- Languages
- Magazines/Print Media
- Animations

## EXPERIENCE CONTINUED

### MCDONALDS, MALVERN EAST:

Through these positions I have gained strong time management skills, people management skills and leadership while working in a fast paced environment. I am always accountable for myself and my team and am a strong member of the management team.

I managed a team of over 100 crew (20 at a time on floor), maintaining and enforcing training and development plans for new trainees, positive interaction with customers and complaint management, cash management, training and coaching employees, monitoring sales and reacting to fluctuations (crew positioning, staff and stock levels), staff management and communications - setting and communicating targets, tasks and providing feedback to crew, review the crew's procedures and appearance, assistance in running weekly manager meetings, coordinate crew recognition and rewards program.

### NETBALL COACH - KOROWA ANGLICAN GIRLS SCHOOL, GLEN IRIS 2017-2018

### GLENVILL HOMES, CAULFIELD - WORK EXPERIENCE JUN 2013

## VOLUNTEERING

**McHappy Day, McDonalds Malvern East - Event Organiser & Volunteer**  
OCT 2019

**Cub Scouts, Malvern East - Volunteer** OCT 2014

## EDUCATION

### BACHELOR OF DESIGN, COMMUNICATION DESIGN MONASH UNIVERSITY:

Units taken in final year:

"Cultural Identities" (identity design)

"Make Things Public" (print/publications)

"Design Strategy and Professional Practice"

Study Tours:

"Home and Away: Design and the City" with Dongseo University  
Japan/Korea 2018

"Culturescape - Interdisciplinary Design"

Prato, Italy 2018-2019

*Received: Dean's Award for Excellence in Design Theory (TDN2704) 2017*

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## REFERENCES

Available on request