

Experience

2022 - 2024

Curae Health Group

Melbourne

Marketing Coordinator / Digital Designer



- ✓ Ensured brand integrity across Curae Health Group members (TDSA, MFI, and OMNI), maintaining strict adherence to brand guidelines.
- ✓ Collaborated with stakeholders to create and maintain digital and print marketing materials in support of campaigns.
- ✓ Offered design and marketing guidance to relationship managers to enhance client engagement and retention.
- ✓ Produced multimedia content such as videos and animated GIFs for websites and social media platforms, enhancing brand visibility and audience engagement.
- ✓ Created targeted marketing campaigns utilising MailChimp and HubSpot with A/B testing and customised customer journeys to drive engagement and conversions.

- ✓ Implemented SEO updates for member websites, optimising search engine visibility and increasing organic traffic.
- ✓ Developed and managed monthly newsletters, analysing campaign performance to refine strategies for continuous improvement.
- ✓ Proactively updated and managed member websites via WordPress, ensuring content accuracy and relevance.
- ✓ Demonstrated exceptional task management skills to consistently meet deadlines and deliver high-quality work independently.
- ✓ Fostered effective communication with external suppliers to ensure timely delivery of materials within allocated budgets.
- ✓ Assisted in facilitating seminars at Curae education centre, utilising online tools for reservations, catering, and event promotion.

2018 - 2022

The Dental Solution Australia

Melbourne

Marketing / Events Coordinator



- ✓ Ensured strict adherence to brand guidelines while creating company documents to maintain brand consistency.
- ✓ Collaborated with the CEO to develop digital and print marketing materials, aligning with company objectives and brand identity.
- ✓ Designed and scheduled newsletters and promotional EDMs using MailChimp, optimising engagement and communication with stakeholders.
- ✓ Produced multimedia content for websites and social media platforms, enhancing brand visibility and audience engagement.

- ✓ Oversaw the maintenance of TDSA website and intranet, managing updates and ensuring content accuracy via WordPress.
- ✓ Generated monthly sales charts on TDSA intranet platform using WordPress, providing key insights for decision-making.
- ✓ Facilitated seminars at the TDSA education centre, utilising online tools for reservations, catering, and event promotion.

2014 - 2018

Grandcity Travel

Melbourne

Graphic Designer / Event Planner



Marketing collateral designs, e.g., travel brochures, flyers, posters and signage. Website maintenance. Corporate event and function designs. Event arrangement and coordination. AV and event flow designs.

Education

2016

Diploma of Interactive Digital Design

Royal Melbourne Institute of Technology (RMIT), Melbourne

2002 - 2007

Bachelor Degree of Sociology

National Chengchi University, Taipei

Skills

*scale: poor ●●●●● excellent ●●●●●

InDesign ●●●●●
Illustrator ●●●●●
Photoshop ●●●●●

WordPress ●●●●●
MailChimp ●●●●●
HubSpot ●●●●●

HTML & CSS ●●●●●
Google Analytics ●●●●●
Google Tag Manager ●●●●●

Premiere Pro ●●●●●
After Effects ●●●●●
Final Cut Pro X ●●●●●

Referee

Greg Karabasis - Former Chief Executive Officer

The Dental Solution Australia (TDSA)

0419 344 282

thedentalsolution.com.au

Peter Nuthall - Department Head

The Dental Solution Australia (TDSA)

0426 234 135

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A. EDMs

Coded and designed newsletters and promotional EDMs for the targeted clients' preferences with the customised journey via MailChimp & HubSpot.

B. Graphic Designs

Brochures, booklets, AD spreads, branding and other marketing collateral designed for various clients using Adobe Creative Cloud Apps.

C. Multimedia

Created short video clips with Final Cut Pro X and Apple Keynotes to promote the latest products. Developed animated gifs and widgets for websites, e-books and social media with HTML5, CSS and JavaScript on Tumult Hype and Edge Animate.

D. Event Collateral

Australian Dental Expo (ADX) Show bag design from concepts to delivery: tote bags, presentation folders, pens, price lists, coupons, product brochures, TDSA brief DLs, water bottles and hand sanitisers.

E. Website Designs

Created a user-friendly website built on WordPress, seamlessly integrated with HubSpot for efficient lead generation and tracking. The website features a digitized lab sheet and a streamlined case submission process, enhancing the user experience.

Click on the pictures for more detail when reading the PDF version & with access to the Internet.

