

# KELSIE ANDERSON

Driven by a passion for creativity encompassing art, content creation, writing, and design, I have developed an appreciation for graphic design, particularly in branding, print, and marketing design. In my current role as Marketing Creative at a leading wholesale furniture company, I craft compelling visual content that resonates with our target audience, and design and implement marketing strategies that align with business objectives and elevate the customer experience. Additionally, I have experience managing freelance projects, delivering high-quality work that meets client needs and expectations.

## A BIT ABOUT ME

I have a love of travel and seeing the world, with my current favourite destinations being Japan and Switzerland. I am also an avid animal lover and rescue advocate. My dream is to someday gain enough funds to open my own rescue facility!

## PROFESSIONAL SKILLS

- Interpersonal skills**  
Daily client interaction, liaising with suppliers and couriers, team management, and running weekly Marketing meetings
- Time Management**  
Managing various projects at once while reassessing and adjusting priorities each week to meet evolving deadlines
- Organisational Skills**  
Handling projects from initiation to completion, and organising the relevant subtasks into manageable units to ensure timely delivery.
- Adobe Creative Suite**  
Illustrator, PhotoShop, InDesign, Adobe XD
- Other Programs**  
Microsoft Office programs, Canva, Mailchimp, Wordpress

## EDUCATION

- 2017 – 2021  
Queensland University of Technology
- Bachelor of Creative Industries**  
Major in Interactive & Visual Design  
Minor in Marketing, and Creative & Professional Writing

## REFERENCES

- Elise Dujmovic**  
*Mistress on Moore | Cafe Owner*  
E: elisedujmovic@gmail.com  
Ph: 0402 323 937
- Ailsa Ford**  
*Hexagon | Marketing Manager*  
E: ailsa.ford@hexagon.com  
Ph: 0447 041 666

## WORK EXPERIENCE

- 2023 – Current  
Furnx Pty Ltd

**Marketing Creative**

  - Graphic design execution across all assets in line with brand direction and expectation
  - Organised internal and external mailouts and mailing campaigns both through Mailchimp and from the Marketing inbox
  - Liasing with both suppliers and resellers to acquire and distribute assets that support business objectives
  - Designed the annual catalogue and organised print, distribution and launch to all customers
  - Organised and executed a photography project, including travelling interstate to manage all aspects from concept to completion
- 2022 – Current  
Hexagon

**Freelance Designer**

  - Created versatile marketing and design such as infographics, brochures, and emails to be sent to clients globally and across different departments
  - Responded to various briefs requiring ad creatives for upcoming campaigns and webinars
  - Delivered jobs on short notice when required
  - Designed content in support of product marketing, market research, web-related marketing, and advertising
- 2017 – 2023  
Mistress on Moore

**Manager**

  - Managed a team in a fast-paced environment
  - Assisted with recruitment and training
  - Supplier and stock-take management and procurement
  - Managed social media and designed marketing content including social posts, signs, and menus
  - Ensured team productivity through task delegation and daily objectives
- 2021  
Ravel

**Internship**

  - Redesigned and updated documents to align with client branding
  - Responded to design briefs requiring new logo design concepts and the relevant design and branding mockups
  - Pitched logo concepts to the Lead Designer and Chief Digital Officer
  - Designed a three-page website mockup using Adobe XD