

KELSIE ANDERSON

I am a creative and strategic designer with experience across graphic design, branding, and marketing communications. 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 brand-aligned marketing materials that support business goals and customer engagement. I bring a proactive mindset, strong organisational skills, and the ability to manage multiple projects independently. I also have past experience delivering freelance design work tailored to 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!

TECHNICAL SKILLS

- **Adobe Creative Suite**
 - Illustrator, Photoshop, InDesign, Acrobat Pro, Adobe XD
- **Microsoft Office programs**
 - Excel, Powerpoint, Outlook, Word
- **Other Programs**
 - Canva, Mailchimp, Wordpress, Google Workspace, Meta Business Suite

CORE COMPETENCIES

- **Time Management**
 - Effectively juggle multiple projects, adjusting priorities weekly to meet evolving deadlines
- **Organisational Skills**
 - Break down projects into actionable tasks, ensuring on-time delivery
- **Interpersonal Skills**
 - Communicate daily with clients, suppliers, and internal teams
- **Creativity**
 - Create original, on-brand visual assets across print and digital channels

EDUCATION

Queensland University of Technology

- **Bachelor of Creative Industries**
Major in Interactive & Visual Design
Minor in Marketing, and Creative & Professional Writing

REFERENCES

Ailsa Ford

Hexagon | Marketing Manager

E: ailsa.ford@hexagon.com

Ph: 0447 041 666

Elise Dujmovic

Mistress on Moore | Cafe Owner

E: elisedujmovic@gmail.com

Ph: 0402 323 937

WORK EXPERIENCE

2023 - Current

Furnx Pty Ltd

Marketing Creative

- Graphic design execution across digital and print channels, maintaining 100% brand consistency and meeting campaign deadlines
- Coordinated the launch of over 300 new SKUs – gathering assets from factories, organising internal and interstate photoshoots, personally designing a 100-page product catalogue, and organising its \$60K+ print and distribution to clients and warehouses nationwide
- Liaising with both suppliers and resellers to acquire and distribute assets that support business objectives
- Organised internal and external mailouts via Mailchimp and the marketing inbox to all internal staff and over 3,000 clients

2021 - 2023

Hexagon

Freelance Designer

- Created versatile marketing and design such as infographics, brochures, emails, and digital ads to be sent to clients globally and across different departments
- Developed ad creatives in response to various marketing briefs to support 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
- Oversaw supplier and stock-take management and procurement
- Managed social media channels with 800+ followers, and designed marketing materials including social posts, signage, 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