

LINDSAY DULLEA

CAREER SUMMARY

- Offering over 8 years' experience of working in Graphic, Web and Digital Design and Brand Management, Consultancy and Project Management.
- Professional, creative and enthusiastic individual with a strong ethical and people focus, analytical, stakeholder engagement skills plus a track record of gaining achievements.
- Professional portfolio www.lindsaydullea.com and freelance portfolio www.lindsaydullea.com/ink

KEY SKILLS

Web / Print / Digital Design	Adobe Creative Suite, html, css	Relationship Building	Brand Management
Social Media Management	Creative Strategist	Google Analytics	SEO/SEM

CAREER HISTORY

Company	Position	Date
Anglicare WA (Perth)	Brand & Creative Lead (contract role)	Oct 2015 – Feb 2016
Amcom / Vocus (Perth)	Web & Graphic Designer	Nov 2011 – Oct 2015
Shoptown (Perth)	Marketing Manager / Senior Designer	Apr 2011 – Nov 2011
Sit-Up TV (London)	Senior Web & Graphic Designer	Jun 2010 – Mar 2011
The Sunday Times (Perth)	Web / Multimedia Designer	Apr 2008 – May 2010
Webling Interactive (Sydney)	Graphic and Flash Designer	Jul 2007 – Apr 2008
Red Apple (Sydney)	Instructional Designer / Web Designer / Flash Designer	Aug 2006 – Jul 2007

QUALIFICATIONS & TRAINING

March 2016	Human-Centered Design for Social Innovation and Change
July 2015	Google Tag Manager and SEO and SEM Training
June 2015	Mapping the Customer Journey Workshops
Feb 2014	Copywriting for Success Workshops
Feb 2014	Strategic Brand Management
Dec 2006	Diploma of Multimedia and Design, (VETAB Accredited), CGC (now Qantm College, Sydney)
Dec 2006	Cert 4 in Design, (VETAB Accredited)
Dec 2005	Cert 3 in I.T. (VETAB Accredited)
Feb 2003	BA in European Studies, Macquarie University Sydney

EMPLOYMENT HISTORY

Anglicare WA	Oct 2015 - Mar 2016 (contract role)
Creative and Brand Lead	

Anglicare WA is a not for profit community service organisation. We support people, families and their communities to cope with the challenges of life by building their resilience and capacity. We assist people with relationship issues, financial problems, and housing difficulties. Ultimately, we want our clients to thrive in today's society.

Multimedia Design, Social Media and Brand Management

- Updated web design and website content
- Developed a social media strategy for promoting Anglicare's services across a variety of media; including Facebook, LinkedIn, Twitter, blog and Youtube
- Managed a work experience graphic design student
- Consulted with internal clients across various teams to design a tailored solution that met their business objectives across print, digital and social media
- Designed and created the brand identity for the 2016 Op Shop ball, Anglicare WA's largest fundraising event. This also involved managing an external design agency who host and manage the website.
- Designed the brand identity, logo and accompanying collateral for Anglicare WA's 40th anniversary year (2016)
- Managed all internal photography and other imagery for use in creative campaigns, styling and marketing
- Maintained and developed brand identity across print and digital collateral for many services and campaigns including The Op Shop Ball, School Ambassadors, Op Shop adverts, Foyer Oxford, street Connect, ARBOR Suicide Counselling, Financial Counselling and internal collateral and templates

Amcom (now Vocus)	Nov 2011 – Oct 2015
Web and Graphic Designer	

Amcom (now Vocus) is an award-winning, ASX listed, IT and Telecommunications company. Amcom are provider of choice for the converging Information, Communication and Technology (ICT) needs of business and government across Australia. As a Web and Graphic Designer in Amcom's marketing team, I have been an integral part of Amcom achieving its digital objectives.

Design and Brand Management

- Developed and created marketing collateral from brief to finished artwork for both digital and print campaigns including html5 adverts, social media collateral, bus back advertising, posters and digital signage
- Designed and updated the content on the website using the Sitefinity content management system. The design changes were determined by site analytics and based on results from A/B testing
- Amongst other projects I managed the successful rebranding of the Amcom Education section of the site and print collateral associated with Amcom's acquisition of L7

Marketing Strategy and Social Media

- Developed multi-channel marketing strategies/campaigns for promoting new products across print, digital and social media. This included Facebook, LinkedIn, Twitter, blogs tied with print media such as; product brochures posters, bus back adverts and digital adverts. These campaigns resulted in an increase in social media followers and an increase in sales during and after the campaign period
- Worked collaboratively to develop a social media strategy, SEO strategy and lead capturing strategies for both Amnet and Amcom
- Consulted with internal customers, mainly in Sales and Products division for new product campaigns

Campaign and Project Management

- Created briefs and managed production of campaign collateral with design agencies on overflow design work
- Worked on streamlining customer touchpoints with Amcom's ordering system. After I and the senior marketing manager analysed the process I implemented a redesign of the workflow, reducing the

number of emails from customer service, improving the content, design and layout of those emails. This resulted in fewer customer inquiries as to the status of their tickets

- I managed campaigns such as:
 - Amcom Upstart (a tech accelerator program hosted via Spacecubed), which I designed, coded and subsequently consulted with key stakeholders to update the site with ongoing updates, news, forms, videos and an accompanying social media campaign on Twitter, LinkedIn and Facebook.
 - And a number of large scale online and print campaigns including Hopman Cup, Australia Post, the “always on” campaign, the Unlimited Data campaign and also a multimedia campaign which was displayed at Domain Stadium (Subiaco Oval)
- Reporting and monitoring of campaigns through Google Analytics

Analytics and SEO

- Implemented google tracking codes and tag manager firing rules across the site
- Improved the user experience of the websites by analysing website usage data. Then redesigned new product pages, promotional landing pages and then created those pages using html and css based on the analytical data
- Monitored and compiled reports on site usage of training videos for the Amcom Self Service section of the site. Made recommendations and implemented changes to the site structure of the Self Service section based on these reports which saw an improvement in site traffic, bounce rates and drop off rates when viewing the videos (through the Wistia platform)
- Regularly reviewed SEO of the sites to improve the organic reach through improved meta data and relevant content
- Liaised with marketing agencies on Google Adwords for the Amcom site, and regularly fine-tuned the terms to improve landing page bounce rates and drive genuine and relevant customer enquiries

Open Source experience:

- The Amcom sites use the Bootstrap template. I have experience sourcing and adapting design elements, CSS and javascript extension. I also have experience using Wordpress and Drupal CMS
- I made the Amcom website compliant for the visually impaired using Chrome extensions and updating metadata

Shoptown (Perth, Australia)	Apr 2011 – Nov 2011
Marketing Manager	

shoptown.com.au were an online shopping centre and part of the What’s On group. With over 80 Shops, more than 85,000 products and only 1 checkout, shoptown.com.au brings bricks and mortar retailers together to create 1 online shopping destination.

Design and Brand Management

- Reporting to the CEO, I was the sole person managing the marketing and creative collateral
- Managed a team of 3 staff who inputted metadata and keywords to the back end of the website
- Defined the brand identity of the company
- Designed and created a new logo, created a brand guide and ensured brand consistency across collateral
- Managed the creative design strategy and direction to increase and encourage engagement
- Developed multi-channel marketing strategies/campaigns for promoting the brand
- Designed and created ad campaigns were regularly featured on sites such as What’s On Perth, allthedeals.com.au and stylezilla.com.au
- Redesigned and coded the front end of the website, html and css
- Designed and created online collateral for advertising and social media
- Designed and created print collateral letter-heads, EDMs, mugs, t-shirts and posters

Analytics and SEO

- Analysed site statistics using Google Analytics and made recommendations to increase organic reach and improve bounce rates
- Under my creative management and redesign of the website, the site evolved from a C grade website to an A grade website, ranked in the top 20 shopping sites in Australia
- The site visits increased by twenty fold (April 2011, 1000 visits – September 2011, 22,000 visits.)
- Rewriting copy for the website and update meta data to improve organic reach

Sit-up TV Ltd, London	Jun 2010 – Mar 2011
Senior Web and Graphic Designer	

Sit-up shopping TV channel formed in 2000 and is based on the belief shopping should be fun. They own bid TV, price-drop TV, speed. My role was to support the company's drive for increased trading on the web and marketing auction TV and pricedropper.co.uk.

Design, Project Management and Brand Management

- Developed and maintained a strong brand identity across multiple websites and marketing collateral including emails, short animations and microsites
- Project managed the complete redesign of the www.pricedropper.co.uk and www.bid.tv sites alongside a virtual team to create the brand tone
- Designed and coded emails for e-marketing campaigns using the e-marketing campaign tool
- Updated content on the website using the content management system
- Designed and created banners, landing pages, social media collateral for promotional offers
- Managed a web freelancer

The Sunday Times (Perth, Australia)	Apr 2008 – May 2010
Graphic & Multimedia Designer	

www.perthnow.com.au Perthnow is an online newspaper; it offers Western Australia latest news stories including business, sport, entertainment and international sections and is a subsidiary of The Sunday Times.

Project Management

- Project managed the successful launch of the Perth City to Surf project. This included designing and building a landing page. The City to Surf generated 100,000 page impressions for the site when it as it live. I received the Employee of the month award for my project managing this
- Project managed, designed and coded the successful launch of the Western Australia Music Industry(WAMI) Awards hosted on Perthnow
- Project managed, designed and coded the successful launch the Perth Fashion Festival on Perthnow
- Project managed the rebranding of the TV section of the Perthnow site

Web and Digital Design

- Designed and constructed Flash adverts for the following clients whose campaigns were hosted on Perthnow; WA Laser Eye Clinic, The Hopman Cup, carsguide.com and many more
- Built RSS widgets to stream news on various client sites including the radio station NOVA
- Identifying and implementing improvements to existing functionality, design, structure on an ongoing basis
- Developed my html, javascript and CSS skills and worked on actionscript 2, 3 and flash/XML integration
- Edited videos, using Premier, and published them on the Perthnow site

Webling Interactive (Sydney, Australia)	Jul 2007 – Apr 2008
Graphic and Flash Designer	

www.webling.com.au Webling Interactive Design Agency provides complete digital interactive solutions, from business strategy to ongoing support, and everything in between. Their key clients include the likes of ING, Arnotts, Gyprock, Fuji Xerox, Sunglass Hut, David Lawrence and many more. More details of the range of projects that I have worked on at Webling Interactive can be found on the Webling website.

Graphic and Web Design

- Designed and developed websites, flash banners, brochures, maps, EDMs and more
- Created artwork concepts from a "blank page", working on Website and Flash animation designs from conception to production, for clients such as Arnott's Biscuits, Mortgage Choice, Gyprock, Old Fashioned Foods, ING, UPL, David Lawrence, Sunglass Hut, Campbells, Neverfail and Fleet Australia
- Designed, built and managed the update of client websites including; David Lawrence's and Sunglass Hut's seasonal updates, UPL events and property updates/information, Arnott's Biscuits latest ad campaigns and ING ad campaigns for mortgage and insurance
- Gained strong experience of Actionscript, html and xml and of the Adobe Creative Suite using PC and MAC platforms

Brand and Project Management

- Learnt how to take a brief and provide consultancy on design from meeting and talking with clients
- Worked as part of the Design Team, reporting to the Creative Director I also worked closely with the developers following due process (such as keeping project managers updated, completing design checklists and adhering to timelines) in order to ensure seamless delivery of projects
- Developed organisation and time management skills working on multiple projects to tight deadlines

Red Apple Education (Sydney, Australia)	Oct 2006 – Jul 2007
Digital Designer	

Red Apple, at <http://www.skwirk.com.au/> is the Australia's most advanced interactive learning portal, specifically designed for school students. Featuring thousands of animations, images, pod casts and much more, it makes schoolings a rewarding experience.

Digital Design

- Worked within a variety of departments: Imaging Dept, Web Design Dept and Multimedia Dept
- Designed and created Flash animations
- Designed screen graphics to accompany unit outlines and subject paragraphs
- Structured content and activities for student learning for an online environment
- Adapted instructional materials created for one format to another format
- Edited QuickTime movies from Getty stock footage
- Website design, development and enhancement, including html coding for the web site
- Maintained brand identity through constant follow up on all visual levels, proof reading and amending content for micro sites and main website
- Worked with curriculum experts to identify course material
- Revised and rewrote content to shape it for e-learning needs