

# Kristy Wright

DIGITAL MARKETING PROFESSIONAL

## PROFESSIONAL SUMMARY

Intelligent digital marketing and communications specialist with 5 years' experience in digital technology systems and more than 10 years' experience in the communications and marketing industry. A proven ability in graphic design, creative artwork, multimedia, web design, content creation and high-level communication skills.

A highly organised team member, with great attention to detail and a laser focus on completing tasks and deadlines as well as an ability to problem solve to find the best resolution.



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## EDUCATION

2020

**Recipe for SEO Success**

Kate Toon

2009

**Graduate Certificate**

**Professional Communications**

Western Sydney University

2003

**Bachelor of Media (Print)**

Macquarie University

## SKILLS

Illustrator



Photoshop



InDesign



MS Office



Wordpress



## EMPLOYMENT HISTORY

2018

Now

**Freelance**

Kristy Wright Digital

Duties:

- Website/Graphic design
- Research and content development including design, write, edit and publish a range of communications including flyers, newsletters, social media content, reports and briefs.
- Maintain excellent communication between clients and deliver projects on deadline
- Provide technical/digital solutions and support

Achievements:

- Excelled in customer satisfaction and repeat business
- Skilled clients in website management and digital information systems
- Supported clients transitioning into the digital business space

2017

2020

**Administration & Marketing Manager**

Noosa Holistic Health, Circle Wellness Clinic & Coolum Beach Wellness Hub

Duties:

- Answer and direct phone calls
- Data entry
- Website maintenance, social media and newsletters

Achievements:

- Improved administration processes and systems
- Streamlined database and enhanced data accuracy
- Upgraded and maintained the website

# KW

KRISTY WRIGHT

## EXPERTISE

- Web Design & Development
- Project Management
- Content Creation
- Digital Marketing
- Graphic Design
- Photography
- \* Videography
- Social Media Management
- \* Search Engine Optimisation
- Communications (traditional)
- Communications (digital)
- Administration

## EMPLOYMENT HISTORY

(CONTINUED)

2013  
2008

### Media Officer

University of Western Sydney

#### Duties:

- Research, write and publish press releases and articles
- Write and disseminate regular client reports
- Handle internal/external enquiries

#### Achievements:

- Designed and implemented a media clipping system
- Trained academics on how to respond to media interviews
- Maintained accurate and up-to-date records/files

2008  
2007

### Promotions Assistant

Blacktown City Council

#### Duties:

- Contributed to the design, development, production and distribution of all advertising material
- Managed time and outcomes against agreed expense and income budgets
- Assisted with customer surveys, program evaluations and provide constructive feedback on survey results
- Assisted in the development and implementation of an annual marketing and promotions plans and reports

#### Achievements:

- Designed and implemented a calendar of events
- Maintained effective customer relationships with regular user groups, sponsors, partners and local media

## SKILLS

**Communication** – experience in working with deadlines, quickly producing copy, public speaking, building and maintaining rapport with clients, providing background documents/reports, management of information systems.

**Technology** – Graphic Design, Photography, Adobe Creative Suite, Microsoft Office Suite, Understanding of Content Management Systems (Wordpress) and database management.

## REFERENCES



### Rachel O'Brien

President | Buderim Mountain State  
School P & C

Phone: 0410 338 873

Email: president@bmsspandc.org



### Silke Herwald

Master Hypnotherapist |  
Australian Hypnotherapy Centre

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### Melanie Morson

Executive Manager Destination, Venues and Events | Ku-ring-gai Council

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