

# elizadavis

Graphic designer & marketing expert

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Hi! I'm a Graphic Designer currently living in Melbourne. I graduated with a Bachelor of Visual Communications from the University of South Australia in 2013. Since then I have been working, traveling and developing my design skills. I'm experienced in print design, branding, and digital marketing. The past few years have seen me working in Australia, Toronto and London. I have a variety of experience in different sectors ranging from corporate environments, busy creative agencies and small businesses.

I'm easily adaptable and self motivated. I love to create fresh and functional designs with meaning and attention to detail.

## Skills

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Premier Pro, Canva, Sprout Social, Wix, Wordpress, Squarespace, Microsoft Word, Microsoft Powerpoint, Keynote, Sketch, Prezi, Mailchimp

## Education

**Tafe SA**  
2014 (Adelaide, Australia)  
Certificate III in Visual Arts (Digital)

**Ryerson University**  
2011 (Toronto, Canada)  
Study Abroad Semester

**University of South Australia**  
2009-2012 (Adelaide, Australia)  
Bachelor of Visual Communications

**Saint Marks College**  
2007 (Port Pirie, Australia)  
Year 12 Certificate of Education

## Experience

### Permanent Roles

- **Marketing and Communications Coordinator**  
**University of Melbourne (GSA) | Jan 2022 - Current (Melbourne, Australia)**
  - Responsible for all online/print and designed content relating to GSA events and activities
  - Social media, stakeholder engagement, promoting events, publications and digital media.
  - Providing graduate students with effective communication via online communication and marketing
  - Managing and coordinating two staff members
- **Graphic Designer**  
**LPE Group | 2012 - 2015 (Adelaide, Australia)**
  - Developing and designing multiple websites, social media
  - Designing product catalogues for web and print
  - Producing letterheads, product packaging and product photography

### Various Freelance Graphic Designer Roles 2015-2022

- **Bray St. | 2019 - 2022**  
Various marketing collateral, infographics, showreels & packaging
- **Saentys | Mar - May 2019 (London, UK)**  
Printed brochures and branding for London property clients
- **PHD Media | Dec 2018 - Feb 2019 (London, UK)**  
PPT pitch decks, marketing collateral and internal posters, logo design
- **Fox & National Geographic | Nov 2018 (London, UK)**  
Window vinyl design for internal office space + poster design for big cat week
- **Clyde & Co | May - August 2017 (London, UK)**  
In house designer - design for pitches, brochures, marketing collateral
- **Topdeck Travel | Jul - Aug 2017 (London, UK)**  
Artworking of multiple travel brochures & printed ads
- **Springer Nature | Aug - Nov 2016 (London, UK)**  
Designing marketing related content including the company's 2017 media kits
- **CBRE Limited | February - April 2016 (Toronto, Canada)**  
Designing and artworking large property brochures for apartment buildings.

### Other Freelance Clients (London 2017-2022)

St Vincents Health, Heaptitis QLD, Trafalgar Travel, Topshop, Hearts & Science  
Roald Dahl Publishing, Qubit, Publicis LifeBrands, KHWS, Avery Dennison,  
Eye-D, Classic Fine Foods, Paradise London, Ipsos Mori.