
JAY TWEEDIE

jay.tweedie@gmail.com

Résumé + Detailed work history

+61 457 641 977



JAY TWEEDIE
RÉSUMÉ + DETAILED
WORK HISTORY

DETAILED WORK HISTORY

Cairns, Australia
Aug 2007 - present

Jay Tweedie Creative Freelance Creative

Specialising in print, web, branding and strategy, working through the creative needs of small to large businesses from consultation to completion.

Services include, branding, brand strategy, logo design, visual communication, publications, web design, media placement and WWWWS marketing & visual communication.

Cairns, Australia
June 2020 - present

Adllins Media Senior Creative Designer

Adllins Media is a full-service marketing agency based in Cairns, Qld. The agency market offering includes all aspects of marketing services from strategy through implementation - branding, graphic design, digital marketing, media placement and content creation.

KEY RESPONSIBILITIES

- Creation of marketing proposals and tender documents for new business
- Initial consultation and visual brand strategy
- Project management of major print and digital projects from start to finish, including art direction, timelines, key milestones, production deadlines, staff KPI management, internal and external communications
- Creative design with flair across all disciplines in print and digital including copywriting, graphic design, print management, digital marketing and social media applications, data analysis and reporting
- Production of Cairns Quarterly business magazine 'Connect FNQ'

As part of the Adllins Media leadership team, additional responsibilities include the implementation of systems and processes to increase staff productivity output. I am also responsible for the direct management of three production staff members, workflow, creative output and HR management.

KEY ACHIEVEMENTS

- Redesign of Connect FNQ Magazine and website, Adllins Media website and visual brand communications.
- Successful campaign implementation for both public and private sector clients.

Cairns, Australia
June 2017 - Feb 2020

The Conservatory Bar Co-owner/Director

The Conservatory Bar is Cairns' exclusive specialty wine bar, that offers a cosy and intimate environment to enjoy bespoke cocktails, craft beers, live music, and an extensive wine list.

Well known in Cairns as an independent small bar, The Conservatory Bar has a large local following as well as being highly-rated by tourists.

As a small business owner, responsibilities involve all aspects of running a business from accounting, licensing, events and staff management - through to Day-to-day logistics, stock, customer service and running of the venue.

Creatively, brand management tasks included marketing, advertising and maintaining a consistent digital/print presence and tone.



DETAILED WORK HISTORY

Cairns, Australia
Oct 2015 - Jul 2018

News Corp Australia / The Cairns Post Creative Designer

As Creative Designer I was responsible for the design of new and existing special publications, features, front and back pages of the Cairns Post and various creative marketing and publishing initiatives, including trade material and new products.

KEY ACHIEVEMENTS

- Oversight of Cairns Post redesign - finalist in Regional Newspaper of the Year 2016
- Design management of special publications Invest Cairns, Sold on Cairns, Taste of the Tropics, and advertising special publications
- Redesign of Cairns weekly Real Estate pull-out magazine.

Cairns, Australia
Aug 2013 - Sept 2015

Quaid Real Estate & Colliers International Sales and Marketing Coordinator

Responsible for the development and implementation of Marketing Campaigns for residential & commercial properties, from initial marketing and media planning to creative design and overall administration, as well as the management of Quaid Real Estate and Colliers International overall brand strategy.

Sales support for residential & commercial property agents in the preparation of submissions, reports, information memorandums, market research and campaign implementation. Creation and oversight of residential and commercial contracts to settlement. Tracking, reporting and administration of client reporting for marketing campaigns.

Management of Residential Sales Staff KPI's and Quaid Real Estate's Brand Strategy, including local market share, brand exposure and visual communication strategies.

Cairns, Australia
May 2013 - June 2013

Empire Worldwide Studio Manager/Consultant

Empire Worldwide is a full service advertising agency based out of Cairns, Queensland, Australia.

Specialising in the areas of design, marketing, advertising, event management, project management and sales. Clients include, Nestle, Colgate Palmolive, Fonterra and Blackmores.

RESPONSIBILITIES (3 Month contract)

- Management of studio workflow and staff, reporting directly to Directors
- Creative breakdown of client briefs and supply of conceptual solutions
- Project management of design implementation to completion
- Analysis of current systems in short timeframe and implementation of stronger workflow for increased results

DETAILED WORK HISTORY

Wellington,
New Zealand
Mar 2010 - Apr 2013

APN Educational Media Product Development/Creative Manager

RESPONSIBILITIES

Design for print and online including the APN Ed Media's umbrella brand strategy

- Constant Interaction with editorial and advertising departments to achieve brand objective
- Research and development of design options including relevance to readers, advertisers and consistency with brand
- Co-ordination of photo shoots and third party contractors.

Web maintenance

- Development of revenue opportunities and use of google analytics to constantly monitor websites and implement improvements based on user behaviour

E-Marketing

- Develop successful e-marketing strategy/goals for each title
- Utilise e-marketing to drive sales and readership and develop direct communication and relationship with readers.

Production of 30+ Publications per calendar year

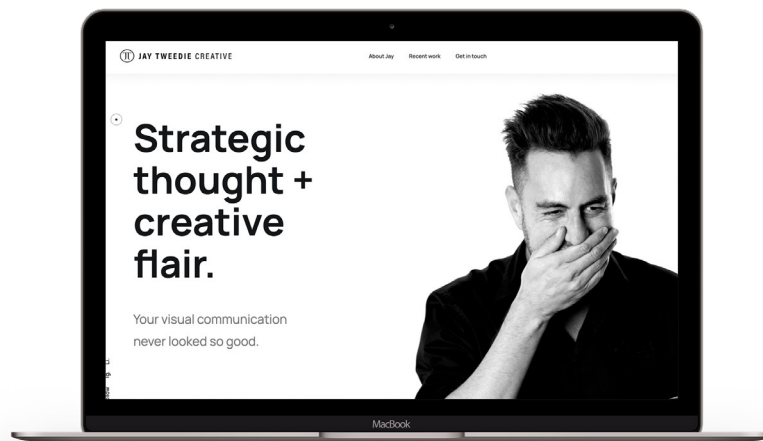
- Development of production pathways, including advertising, editorial and layout within budget
- Production responsibilities, including print ready files, all elements approved and relationship with third party printers.

Sydney, Australia
Aug 2007 - Mar 2010

APN Educational Media Art Director/Production manager

Management of print publications, art direction, co-ordination of advertising, editorial and design/production of health and trade publications, branding, events, marketing and visual communication.

EXAMPLES OF MY WORK



For examples of my design work, please visit jaytweedie.com