
JAY TWEEDIE

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Résumé + Detailed work history

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JAY TWEEDIE
RÉSUMÉ + DETAILED
WORK HISTORY

DETAILED WORK HISTORY

Cairns, Australia
Aug 2007 - present

Jay Tweedie Creative Freelance Creative

Specialising in end-to-end print, web, branding and strategy solutions, working through the creative needs of small businesses to large enterprises.

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

Remote, Australia
Sep 2022 - May 2024

Enablo Graphic Design Lead, ANZ

Enablo is an Australian SaaS organisation specialising in employee engagement, communication and productivity solutions. Through partnerships with Workplace from Meta, Microsoft Viva Engage, Worklabs, Talespin and Google Workspace; enablo helps hundreds of organisations transform their culture and the way they work.

KEY RESPONSIBILITIES

Brand Management

- Constant enhancement and evolution of the Enablo brand
- Visual alignment across company print and digital media including presentations, e-books, infographics, reports, advertising, social media assets and event collateral

Business Strategy

- Collaboratively plan, develop, and execute marketing strategies that align with business objectives including re-alignment of company core mission, vision and values

Campaign Management

- Create effective creative and campaign assets based on market trends, customer analysis, customer journey planning and campaign objectives across all digital and social channels

Event Project Management

- Branding, concepts, design, print and asset management for customer events, conferences and third-party events - including external supplier relationship management and project management

Growth

- Sales enablement content and assets for relevant markets, including bespoke presentation and sales material
- Collaboration with stakeholders for product go-to-market campaigns including research, sales enablement creation, landing pages and external facing marketing presentations

Partnerships

- Design of landing pages and co-branded material aligning with partner brand guidelines and objectives
- Co-branding of partner products, including Meta, Talespin and Worklabs

Customer Success

- Support Customer Success Team with client relationships including adhoc design services to create comms and change management material using external client brand guidelines
- Create change management print and digital assets for external client product launches

Website

- Maintenance of Enablo Wordpress website - creation of new partnership and product web pages from wireframe to build.

DETAILED WORK HISTORY

Cairns, Australia
Jun 2020 - Sep 2022

Adllins Media Senior 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
- End-to-end 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

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.

Cairns, Australia
Oct 2015 - Jul 2018

News Corp Australia / The Cairns Post Creative Designer

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.

DETAILED WORK HISTORY

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 administration, as well as the management of Quaid Real Estate and Colliers International overall brand strategy.

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

**Wellington,
New Zealand**
Mar 2010 - Apr 2013

APN Educational Media
Product Development/Creative Manager

KEY 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
- 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

Production of 30+ Publications per calendar year

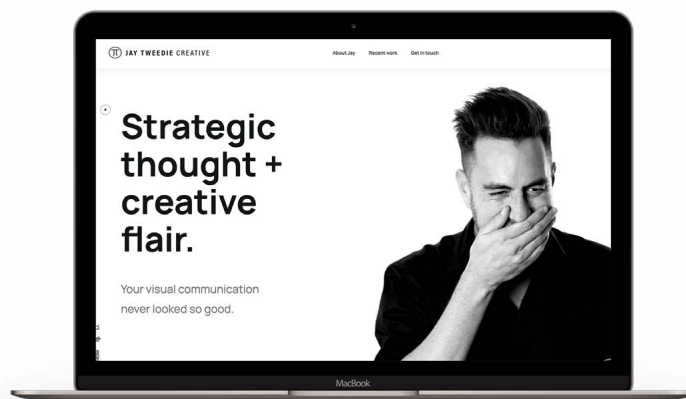
- Development of production pathways, including advertising, editorial and layout within budget.
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Sydney, Australia
Aug 2007 - Mar 2010

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
