

# James Norris

## GRAPHIC DESIGN AND MARKETING

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### CONTACT INFORMATION

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### SKILLS AND KNOWLEDGE

#### Technical Skills

- Adobe Creative Suite  
InDesign, Photoshop,  
Illustrator, Premiere and Acrobat
- Microsoft Office  
Word, Excel and Powerpoint
- HTML/CSS coding and  
CMS management
- Wordpress management  
and development
- Knowledge of pre-press for  
print projects

#### Creative Skills

- Cartooning and illustration
- Copywriting

### PROFESSIONAL PROFILE

Since completing my Bachelor of Visual Communication at UniSA in 2005 I have worked full time as a Graphic Designer and have since gained experience working in publishing, advertising and in-house environments.

Always looking to develop my knowledge, I have also completed studies in Marketing leaving me capable of contributing to many types of projects from initial planning and creative ideas to finished artwork through to reporting.

With a strong work ethic and friendly nature, I am looking for an opportunity to develop new skills to enhance those I already possess.

### EMPLOYMENT HISTORY

#### Marketing Coordinator - Digital and Design

**Greyhound Racing South Australia / April 2016 - present**

Greyhound Racing SA (GRSA) is the governing body for the sport in South Australia whose key responsibility is to manage and promote the sport as well as the Greyhound Adoption Program SA. Duties include:

- Graphic design of advertisements and other marketing material such as letterbox drops, posters, banners, online digital ads, promotional videos, Sky Racing commercials and Powerpoint displays
- Assisting Marketing Manager in the running of and promotional activities for industry events such as Adelaide Cup and GAP SA Adoption Days
- Creating industry publications such as monthly Kennel Capers magazine and the Annual Reports
- Assisting in the management of and creating content for the multiple social media pages for GRSA, McQueens Tavern and GAP SA including paid campaigns across Facebook and Instagram
- Produce EDM newsletters for GRSA and GAP SA
- Creating content for and updating company websites

#### Senior Designer

**Stephanie Grose Advertising / May 2011 - April 2016**

Stephanie Grose Advertising (sgAds) was a small but very busy family-owned advertising agency servicing mainly automotive clients in South Australia as well as interstate. Duties included:

- Design of advertisements and other marketing material.
- Designing within automotive brand guidelines such as Toyota, Ford, Fuso, Mercedes, Subaru, Nissan and Iveco.
- Design, layout and content creation for websites with experience in HTML, CSS and Wordpress.
- Managing Google Adwords campaigns, reporting and analysing web statistics as well as EDM campaigns.
- Creating content and managing social media accounts for clients.
- Accessing brand logos and images from marketing intranets.
- Flash online advertisements for AdelaideNow and Carsales.

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### REFEREES

Dianne Dumanovic  
Former Marketing Manager at  
Greyhound Racing SA  
Phone 0400 831 977

Steve Nelson  
Former Manager at The Bunyip  
Phone 0438 252 542

Katherine Ferris  
Former Manager at  
Stephanie Grose Advertising  
Phone 0429 050 119

Cara Briscoe  
Former co-worker at  
Stephanie Grose Advertising  
Phone 0408 893 342

### EMPLOYMENT HISTORY CONTINUED

#### **Graphic Designer**

**The Bunyip Newspaper / August 2007 - May 2011**

The Bunyip Newspaper is one of SA's oldest publications, produced in Gawler with a distribution area including Gawler, Barossa, Light, Playford and Adelaide's Plains areas. Duties included:

- Design and layout of advertisements and newspaper pages
- Working with production manager, sales executives and clients
- Preparing newspaper for print
- Scanning and retouching of images to make suitable for printing
- Acting as Production Manager in managers absence
- Writing weekly movie review and supplied editorial cartoons for The Mid North Broadcaster

#### **Graphic Designer**

**Lifestyle1 Magazine / April 2006 - August 2007**

Lifestyle1 Magazine is a weekly full colour magazine produced in Mount Gambier and distributed throughout the south-east of South Australia and into western Victoria. Duties included:

- Design of magazine advertisements.
- Design of stationery including business cards, flyers and posters
- Working with production manager, sales executives and clients
- Preparing magazine for print including retouching images

### EDUCATION

#### **Diploma of Marketing and Communication**

TAFE NSW / Digital / Completed 2019

#### **Diploma of Leadership and Management**

TAFE NSW / Digital / Completed 2019

#### **Marketing and Communications Foundation Skill Set**

TAFE NSW / Digital / Completed 2018

#### **Bachelor of Visual Communication**

University of South Australia / 2003-2005

#### **Birdwood High School (1997-2002)**