

t.thompson



## Industry Experience

### Sydney Catholic Schools

**Lead Graphic Design** | 2022 – Present

Lead visual communication solutions for the Sydney Catholic Schools system, its strategic projects, and marketing and communication campaigns. Provide bespoke design and communication solutions for its network of 147 schools to effectively communicate each schools' unique selling proposition and values in an engaging and memorable manner. Lead the re-branding process of a number of prestigious schools within the Sydney Catholic Schools network, and support their subsequent repositioning campaigns with relevant content for the accompanying targeted retail, OOH, social, website, newsletters and print requirements.

### Waverley College

**Marketing and Development Manager** | 2021 – 2022

Using various digital marketing metrics and strategies to create actionable data-driven insights to promote and improve brand salience. Identify any pain points in the customer journey to improve the enrolment process and strengthen enrolment waitlist. Manage end-to-end campaign delivery, including budgets and forecasting. Develop and oversee the execution of content strategy across print and digital. Ensure healthy community engagement by recognising and fostering strategic community partnerships, building relationships and hosting fundraising events.

### Trinity Grammar School

**Marketing Manager** | 2020 – 2021

Develop and implement innovative marketing plans to support the strategic goals of the organisation. Project manage all marketing activity including events, communication and PR. Lead the marketing and creative team in the selection of digital platforms to improve efficiency, process and reporting. Ensure an 'always on' brand awareness and demand generation strategy is in place whilst continuously tracking, analysing and making recommendations for improvement based on its sentiment in market. Pre-plan social media and online activity to drive user generated content and engagement, with a strong focus on improving organic traffic rates to the website and strengthening SEO for organic search results.



## Industry Experience

### JP Morgan

#### Senior Graphic Designer | 2019

Oversee areas of ambiguity in client data to ensure exceptional formatting and accuracy was achieved in pitch books, presentations and templates utilised by Corporate Finance to secure client deals. Provide expert design and best practise data visualisations for JP Morgan's Sydney office and supporting the regional APAC team when required. Provide training for intern, graduate and analyst bankers when joining the organisation, in the application of JP Morgan branding in their work products and provide advanced Excel formatting assistance when required.

### Aquent

#### Contract Senior Graphic Designer | 2018 – 2020

Freelance digital designer, working alongside multiple clients including Hammond Care, Big W, Woolworths Group, NSW Roads and Maritime Services, Wesley Mission and Northholm Grammar School.

### The King's School

#### Graphic Design Manager | 2015 – 2018

Manage all creative solutions for the design department to ensure seamless integration of the Kings School branding across multi-channel campaigns. Present and effectively communicate how these creative solutions will achieve required outcomes for the School. Develop systems and processes to create efficiencies within the organisation.

### UBS

#### Senior Presentations Specialist | 2014 – 2015

Work closely with investment bankers to create high-quality documents consistently formatted and within UBS brand guidelines. Acting as team lead to five Sydney based designers, working on a 24-hour rotation for the Sydney Office. Allocating work internally based on capacity / skillset and sending overflow work to the global queue when required before for QC checking on its return before submission to the relevant team. Communicate and manage the expectations of the banker/team ahead of time.



## Industry Experience

### Deutsche Bank

#### **Presentations Specialist** | 2013

Create high quality designed documents as needed for Global Markets and Sales Desk of Deutsche Bank Sydney office to collaborate with blue chip clients globally, ensuring excellence in design and fidelity to the Deutsche Bank brand was upheld at all times.

### Bank of America Merrill Lynch

#### **Presentations Team Leader** | 2010 – 2011

Manage client relationships and a team of graphic design/presentation services operators. Provide monthly invoicing, GMT and reconciliation using Bank of Americas' accounting system. Manage Cabcharge reconciliation and oversee large projects such as RFPs, Pitches and Information Memorandums. Manage on-site job tracking system and provide weekly/monthly utilisation reports.

### Herdbuoys and Ramsay Communications

#### **Art Department Manager** | 2007 – 2010

### Kendall & Strachan

#### **Senior Graphic Designer** | 2005 – 2006

### Custom IT Solutions

#### **Web Design | Software Developer** | 2003 – 2004





## Program Proficiency



Illustrator



InDesign



Photoshop



PremierPro



Acrobat Pro



Lightroom



Wrike



Campaign Monitor



Collabro



Meltwater



WordPress



Google My Business



Google Trends



PowerBI



Power Query



Google Analytics



Google Forms



Google Slides



Google Docs



Google Sheets



## Education

University of Sydney

[PowerBI and Power Query CEC](#) | 2024

University of Sydney

[Leading Self, others and teams CEC](#) | 2023

UTS

[Graduate Certificate of Digital Marketing](#) | 2020 - 2022

University of Sydney

[Emotional Intelligence CEC](#) | 2018

MAPPP Seta

[Certificate III in Print and Processes](#) | 2005 - 2006

Togan Computer Careers

[Advanced Diploma in Graphic Design](#) | 2001 - 2002

