

Georgia Tibben

GRAPHIC DESIGNER + MARKETER

Contact

-  0434 000 517
-  georgias@ihug.com.au
-  georgiatibben.com

Expertise

Branding + Identity Design
Stationery Design
Web Design
Editing + Retouching
Brand Management
Email Marketing
Content Creation
Social Media Management
Copywriting

Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Microsoft Office
Canva
Klaviyo
Later
Wix

Attributes

Attention to Detail
Time Management
Strong Communication Skills
Problem Solving Skills
Independent + Collaborative

References

Available Upon Request

About Me

With 11 years as a freelance graphic designer and 6 years in marketing, I know how integral design is to driving revenue. I understand the entire consumer journey, from capturing attention through compelling brand identity, print collateral, and web design, to nurturing customers with strategic email marketing, engaging social media content, and eye-catching advertising.

Work Experience

HEAD OF MARKETING

Cake Maternity & Sugar Candy | Oct 2022 – Present

- Campaign strategy and design
- Strategy, design and scheduling of EDMs and email flows
- Website content, strategy and testing
- Liaising with web developers and SEO team
- Managing relationships with agencies and freelancers
- Influencer outreach, management and reporting
- Brand representation at interstate and overseas trade shows
- Photoshoot planning, coordination and execution
- Image editing and retouching

CONTENT CREATOR

Cake Maternity & Sugar Candy | Aug 2019 – Sep 2022

- Designing and scheduling content across multiple social media platforms
- Designing and scheduling EDMs
- Assisting in photoshoots
- Proofreading of blog posts
- Catalogue and brochure design
- Banner design

GRAPHIC DESIGNER

Freelance | 2014 – Present

- Branding and identity
 - Stationery and print collateral
 - Web design
 - Content creation and social media management
-

Education

BACHELOR OF DESIGN (VISUAL COMMUNICATION)

Western Sydney University | 2014 – 2017