

LISA MALONEY

Content Creator & Marketing Coordinator

2 Rydal Street, Hoon Hay, Christchurch, 8025
0211650733 | lisamaloney@windowslive.com | lisavaleriedesign.com

EXPERIENCE

HansaWorld
Content Creator
Sept 2019 - Current

HansaWorld is an international software house specialising in the development of ERP and business automation software for small to medium sized enterprises.

In my role I work alongside the CEO, Sales and Development managers to implement and develop content for a range of HansaWorld channels. Common tasks include:

- Creating, editing and distributing promotional videos. Using After Effects, Premier Pro and Adobe Audition to write, record, edit and compile promotional videos for product launches. Distributing them to the appropriate internal and external channels once completed.
- Editing and internally distributing thought leadership videos on a range of current affairs. Using After Effects, Premier Pro and Adobe Audition to cut and mix, audio, footage, imagery and motion graphics to create informative, thought provoking videos.
- Researching, creating and distributing social media posts to the appropriate HansaWorld social channels. Using Adobe Suite products to create content and Hootsuite (social media management platform) to distribute and analyse post performance.
- Updating app store content. Writing and uploading new App Store descriptions. Coordinating translations from international Product Managers to ensure country specific products have the correct language in both text and imagery.
- Website updates and general website maintenance. Using HansaWorld's internal Web Shop and CMS system to manage website content and ensure quality is to company standard.
- Print supplier management. Regularly engaging with and comparing print suppliers from around the country to ensure print collateral is created to the best standard and cost.
- Implementing and monitoring marketing routines. Ensuring the marketing team and external departments follow marketing protocol when requesting marketing collateral. This includes ensuring requests are written correctly and that file management is in accordance with company protocol.
- Automating marketing processes. Creating editable templates for varying marketing collateral to decrease time spent preparing and creating such collateral.
- Award entries. Working with the Sales Channel Managers to research and align award entries with new product promotions and launches.
- Coordinating customer and partner interviews to create appropriate marketing content.

EXPERIENCE

Not Socks
Gifts Ltd
Graphic Designer
Oct 2017 - Sep 2019

Not Socks Gifts is an online gift store based in Christchurch, New Zealand. It's main demographic is women aged 35+.

In this role I reported daily to the Managing Director, Purchasing Manager and/or Marketing Manager to produce graphic content per their request. My day to day tasks involved:

- Using Illustrator, Photoshop and Mailchimp to conceptualise and construct EDM's to be sent out to the database of 100,000.
- Using After Effects and Photoshop to edit images, product videos and/or create engaging motion graphics to use across the website and varying social media platforms.
- Editing supplied product imagery so it is optimised for web use then uploading these edited images to their specified product pages.
- Creating web and social media banners using Illustrator and uploading them to their required platform.
- Working alongside the purchasing team and Managing Director to research, conceptualise and produce Not Socks Gifts exclusive products.
- Creating and directing product photoshoots for products that need better visual representation on the website. This often included brainstorming with the Managing Director and Purchasing Manger to create product stories that would provoke emotion.

Other projects I consistently worked on that were highlights of my time at Not Socks Gifts:

- Logo Redesign. This involved working closely with the Managing Director to outline and establish the logos functionality and purpose, focusing on how and who it would attract to the store: resulting in a vibrant and professional logo.
- Updating packaging. After rebranding the logo the packaging design needed updated to meet the new brand guidelines. Working alongside the Managing Director I created new branded shipping boxes, wrapping paper and gift bags.
- Website redesign. This project involved using Illustrator and working alongside the Managing Director to mock-up website designs to be sent through and built by the web agency.
- Christmas Gift Guides. This was an annual publication sent out to everyone on the database. My role in this project was to create and develop the catalogues as well as negotiate pricing with the print supplier. I particularly liked working on this project as I enjoyed finding new ways to engage customers using print.

Woohoo NZ
Tax Refunds
Marketing Assistant
Feb 2017 - Oct 2017

Woohoo NZ Tax Refunds is a tax return agency in Christchurch, New Zealand. In this position I assisted the Communications and Web Managers with all their marketing requirements.

On a daily basis this included:

EXPERIENCE

Woohoo NZ
Tax Refunds
Marketing Assistant
Feb 2017 - Oct 2017

- Social media content creation and management for both Woohoo NZ Tax Refunds and Easy Giving. This involved frequently finding engaging content and information that would suit the brand and their customers. Creating and photographing competitions and giveaways. Replying and engaging with platform fans. Monitoring and drawing competition winners.
- Seasonal advertising collateral. This involved taking the main TV campaign and utilising its content for different mediums. This varied from window decals and billboards to social media banners.
- Re-designing and updating application forms.

A highlight of my time at Woohoo was creating a sponsored screen for the 10 minute breaks in each half of the Crusaders rugby teams games. The result was an engaging bongo drum that rugby goers were encouraged to play if the camera landed on them. I particularly enjoyed this project as it introduced me to motion graphics and the use of sound in my designs.

Latitude Media
Graphic Designer
Jul 2016 - Feb 2017

Latitude Media is a media agency located in Ashburton, New Zealand. Producing the magazines: Latitude and Canterbury Bride.

This was a part-time position I had whilst studying in my last year of university. My role was to create all the advertising content seen throughout both Latitude and Canterbury Bride magazines. The advertisements varied in size: from 1/8th of the page up to double page spreads. In this role I interacted with clients on a daily basis and was responsible for the completion and organisation of their work.

In this role I particularly enjoyed creating the double page subscription and fashion spreads as there was a lot of content required for the amount of space given. This was a welcomed challenge as it allowed me to develop my design skills.

Ilam Press, Bulletin
Magazine
Graphic Design Intern
Feb 2015 - Oct 2015

Christchurch Art Galleries 'Bulletin' Magazine is a quarterly publication produced by the gallery and published by the University of Canterbury's Ilam Press.

As part of the course work for my third year of study. My class worked on and redesigned the Christchurch Art Galleries 'Bulletin' Magazine.

A quarterly publication about artists exhibiting at the gallery. During this internship my classmates and I worked together collectively alongside the Art Director to produce and design articles supplied and written by the gallery.

REFERENCES

Katherine Engel
Not Socks Gifts Ltd.
Marketing Manager
Phone: 0273223854
Email: katherineengel90@gmail.com

Laila Jansone
HansaWorld New Zealand Ltd.
Marketing Manager
Email: ljansone@hotmail.com

EDUCATION

Graduate Diploma in Applied Marketing
Southern Institute of Technology
June 2020 - June 2022

Bachelor of Fine Arts in Graphic Design
University of Canterbury
Feb 2013 - Oct 2016

CONTACT

P 021 1650733
E lisamaloney@windowsslive.com
W lisavaleriesdesign.com