

GERRICA HIGHTOWER

MARKETING SPECIALIST & VISUAL DESIGNER

CONTACT

0431.136.843
gerricahightower@gmail.com
gerricahightower.com
Manly, NSW

SKILLS

Adobe Creative Suite
Project Management
Planning & Logistics
Communicative
MailChimp & Wordpress
Video Editing

EDUCATION

Bachelor's Degree in Graphic Design
University of Nevada Las Vegas

2012

Minor in Art History

President of the Student Association of
Graphic Arts | 1 year

Communications Officer for the Student
Association of Graphic Arts | 1 year

QUALIFICATIONS

SCC Introduction to Videography
Certificate of Professional Development -
Co-operative Governance Program
RSA + WWCC
10 Years Experience in Freelance Design
Full Australian Working Rights

OBJECTIVE

With a foundation in graphic design and project management, coupled with my natural ability to problem-solve, I bring a unique blend of creativity and analytical thinking to the role of marketing specialist. I whole-heartedly believe in streamlining processes to drive impactful results and iteration to find out what works best. Furthermore, my passion for sharing knowledge ensures a collaborative environment where everyone can thrive and excel together. I am a connector with a design sense that propels brands forward.

WORK EXPERIENCE

Marketing Specialist

Power Living Yoga 2021-Present

Website Design | Email Marketing | Copy Editing | Asset Management

- Manage the monthly newsletter and programs content to be included and edited such as: blog posts, images, headers, events and copy
- Auditing existing web pages and automated emails to ensure accurate and on-brand content is being shared
- Gather targeted email addresses for different versions of newsletter
- Adjustments, updates and page additions in Wordpress for: SEO, events, images, ads, blog posts and landing pages as needed
- Implement competitor website analysis, A/B email campaigns, tracking pixels for conversions, ranking keywords and marketing calendar objectives
- Collaborate on marketing ideas to increase engagement and drive sales
- Update autoresponder emails and create bespoke one-off emails
- Social media image creation for marketing campaigns

Co-Chairperson and Marketing Director

Manly Food Co-op 2021-2022

Shop Operations | Meeting Planning & Coordination | Website | Newsletter

- Created and managed the bi-weekly marketing newsletter emails
- Social media reels and designed relevant social and posts
- Website updates for new and relevant information for members
- Coordinated efforts to increase sales, reduce costs, and increase engagement + awareness
- Recruited team members and volunteers
- Connected with other eco-conscious companies for product collaborations
- Facilitated board meetings by creating agendas, scheduling and taking meeting minutes
- Learned supply chain management for a zero-waste, bulk food store

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PRACTICAL TRAITS

Rational + Logical

Proactive

Communicative

Deadline Driven

Flexible

INTERESTS

Personal Development

Environmentalism

Adventuring in Nature

Science Fiction

Breathwork

REFERENCES

Jamie Cox

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Michal Lebowitsch

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✉ michal.lebowitsch@gaia.com

WORK EXPERIENCE CONT.

Graphic Designer

Gaia.com

2013-2022

Digital Design | Email Creation | Asset Management | Language Conversions

- Created static covers for their acquired and original program content
- Established workflows and developed training materials for cover art best practices
- Assisted in managing artwork acquisitions and file organisation
- Audited deliverables and decreased the number of covers being created for 3rd-parties
- Asset management of the entire GaiaTV cover assets library
- Worked with the internal marketing team to create emails for the various channel audiences
- When acquiring Food Matters TV, I managed two of their designers to redesign the content to meet all of Gaia's requirements
- Created printed deliverables including DVD cases, stickers and apparel

Freelance Graphic Designer

Yoga | Wellness | Sustainability | Health Focused Companies 2012-Present

Web Design | Email | Social Media | Print | Photography | Animations

- My responsibilities to my clients include developing strategies for project management, organisation, and delivering web and print materials on time
- My propensity to ask questions helps to establish direction towards producing practical visual concepts and deliverables
- Discover client's marketing needs then create a strategy for execution
- I am flexible, relatable and I meet deadlines with a high level of service
- Mitigate potential pitfalls with testing and market research
- Develop creative concepts to promote products and the brands behind them
- I bring a spark of creative energy to every project and team I work with

Volunteer Coordinator

Pittwater Eco Adventures

2020-2022

Facilitator | Email Marketing | Event Management | All-Rounder

- Facilitated monthly community beach cleans
- Recruitment, training and rostering of volunteers
- Created collaborative events to increase awareness and interactions
- Designed the template for their monthly newsletter
- Aided in developing strategies to drive the goals of educating students on the environmental problems and how to make changes