

# GERRICA HIGHTOWER

## Sustainability Operations & Graphic Design

### PROFESSIONAL SUMMARY

My background is in self-managing design projects and finding ways to bring people together. My sociable personality allows me to easily create new relationships, events and initiatives driven by the force of community and sustainability. I am analytical by nature so problem-solving is very inherent to me.

### SOME OF MY MORE PRACTICAL TRAITS

Rational + Logical  
Flexible

Proactive  
Deadline Driven

ESTP - The 'Doer'  
Communicative

### PROFESSIONAL EXPERIENCE

#### **Freelance Visual Designer | 10/2015 – 12/2022 | Gaia.com**

My responsibilities to my clients include developing strategies for project management, organisation and delivering web, print and marketing materials on time.

- Established workflows and developed training materials for cover art best practices.
- Assists in managing artwork acquisitions and file organisation.
- Audited deliverables and decreased the number of covers being created for 3rd-parties.
- When acquiring Food Matters TV, I managed two of their designers to redesign the content to meet all of Gaia's needs.

#### **Co-Chairperson and Marketing Director | 11/2021 – 6/2022 | Manly Food Co-op**

Being on the board of directors has taught me a lot about the level of coordination and operational management I am capable of. I am grateful for the responsibilities I have obtained and all the relationships I have gained.

- Recruited team members and volunteers to develop and strengthen new strategies.
- Connected with other eco-conscious companies to collaborate on events and products.
- Facilitated board meetings by creating agendas, scheduling and taking meeting minutes.
- Coordinated efforts to increase sales, reduce costs, and increase engagement + awareness.
- Managed the marketing emails by designing and structuring the layout of the newsletters.

#### **Admin + Internal Comms | 12/2020 – 7/2021 | Masters Academy Communications**

I organised and outlined implementation strategies for internal practices as well as improved communication flow between different stakeholders. Other tasks include servicing queries, maintaining data accuracy, administration and overseeing staff task completion.

- Decreased incoming phone calls and emails by providing information during the student enrolment process with automatically generated emails.
- Produced an action plan for onboarding new schools, including delegating tasks to appropriate team members and step by step instructions for the team.
- Designed training materials and implemented communication procedures in the form of a pre-shift where we would give them weekly updates on schools and lesson plans.

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## PROFESSIONAL EXPERIENCE CONTINUED

### Marketing Specialist + Graphic Design | 04/21 – Present | Power Living Australia

My primary role at Power Living is email creator with the added duty of website updates where needed. I create numerous emails for the different channels and audiences with targeted messages about furthering their education of teacher training.

- Rebranded automated emails and updated the main point of each email.
- Established Newsletter guides with new branding and experimental styles.
- Segment email audiences to deliver targeted messaging.
- Edit copy provided by the content writer and create the blog posts and images.

### Volunteer Manager and Vice President | 09/2020 – 4/2022 | Eco Adventure Crew

My initial involvement in facilitating beach cleans with Pittwater Eco Adventures spurred on new responsibilities and management opportunities for a company inspiring change for students. I became the Vice President so I could help push their initiatives and make contacts with other organisations.

- Recruitment, training and rostering of volunteers for our two beach cleans every month.
- Creation of collaborative events to increase awareness and local participation.
- Created the template for their newsletter, designed their section header images.
- Developing strategies to drive the goals of educating students by showing them the problems and how to make changes for the better.

### President of the Student Association of Graphic Arts | 04/2011 – 04/2012 | SAGA

I took great pride in running this organisation, helping fellow students gain important skills in graphic design that weren't offered in our curriculum. SAGA would bring students together outside of the classroom for the benefit of sharing education and experiences.

- As a communications officer, I promoted the meetings by going to classrooms and briefly speaking about the club and upcoming meetings.
- As president, I was completing all the admin, planning and recruitment for guest speakers to give talks and demonstrations.

## SKILLS

- Mac, Adobe Creative Suite, Google Workspace, Mailchimp.
- Strong analytical skills with an emphasis on optimisation and being proactive.
- Able to work independently or in a collaborative environment.
- Excellent time management, with the ability to prioritise and work effectively under pressure.

## EDUCATION

Bachelor's degree in Graphic Design | UNLV  
Spring 2012 | Minor in Art History  
Certificate of Professional Development -  
Co-operative Governance Program  
SCC Introduction to Videography

## CONTACT

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