



Celia Melville | 027 333 3528 | celia.melville9@gmail.com

Hi! I'm Celia, I like to make things better than they were before, and sometimes the best thing in the whole world! I have listed my more recent roles to keep it relevant, but please know that I've been working since infancy.



Work experience

Marketing manager

RightWay | June 2019 - present

RightWay offer small to medium sized businesses advice and support, as well as accounting and bookkeeping to help customers achieve the lifestyle that they dream of, and run a successful business.

Some of my responsibilities include:

- Managing all areas of marketing at RightWay. Working with the Head of Sales and Marketing to agree on direction, I work through strategies to achieve our department and company goals
- Executing multi-platform digital marketing campaigns
- Managing social media channels including the strategy, paid advertising, content creation, and design
- Reporting on analytics and insights
- Managing staff (internal and external contractors)
- Brand management
- Managing and designing RightWay's website
- Creating advertising, promotional materials, internal designs, and templates
- Creating animation to convey important information to our customers and staff
- Film and edit videos - video blogs, for social and the website
- Photography of customers and staff for social and website.

Digital marketing designer

RightWay | September 2016 - June 2019

Some of my responsibilities included:

- Brand management
- Updating, designing, and managing RightWay's website
- Creating advertising, promotional materials, social media artwork, internal designs, and templates
- Support in the development, implementation, and monitoring of marketing strategies
- Creating animation to convey important information to our customers and staff
- Film and edit videos - video blogs, for social and the website
- Photography of customers and staff for social and website.

Digital designer

Freelance (Middle K Design) | 2013 - present

In the background I also do freelance work. I get a great variety of work gets thrown my way, and I love the challenge.

Some of my customers include:

- Dance Aotearoa New Zealand - magazine design and layout every quarter
- The Alchemist's Table - website design and development
- The Royal New Zealand Ballet - 2016 annual report, advertising, window displays, brochures, invitations.
- The New Zealand Symphony Orchestra - programmes, brochures, posters, advertising, newsletter.
- Maritime New Zealand - LMS re-brand

Senior designer/developer

Wavelength | April 2011 - September 2016

Wavelength are a boutique training design agency delivering world-class, creative, visual, and interactive learning solutions. I was across both the graphic design and e-learning development teams for over five years.

Some of my responsibilities included:

- Liaising with customers to design fit-for-purpose innovative resources within their brand guidelines This includes:
 - large multi-page documents such as workbooks and leader's guides
 - interaction design concepts
 - website design for customer specific LMS systems
 - beautifully designed icons, quick reference guides, posters, and infographics.
- E-learning development. This includes:
 - developing beautiful, interactive, and engaging e-learning modules using Articulate Storyline
 - custom e-learning interactions that are intuitive, using Flash, Actionscript, HTML, and CSS
 - animation design and development
 - user testing.
- Project management to deliver on time, on budget, and within the agreed scope of work. This includes:
 - meeting with the customer to discuss their needs, creating a project plan which outlines deliverables, timeframes, responsibilities, and budget
 - coordinating resourcing
 - communicating with the customer when deliverables are ready for checking, receiving their feedback, and customer sign-off.
- Media recording, this includes photography, filming with sound equipment, voice recording, and editing the media.
- Recruiting, mentoring, and resourcing of new staff.



Strengths

Software	InDesign	✓	✓	✓	✓	✓	Acrobat Pro	✓	✓	✓	✓	✓	Powerpoint	✓	✓	✓	✓				
	Photoshop	✓	✓	✓	✓	After Effects		✓	✓	✓	✓	Sound Track Pro		✓	✓	✓					
	Illustrator	✓	✓	✓	✓			Articulate Storyline	✓	✓	✓			✓	✓	Excel	✓	✓	✓		
	Flash	✓	✓	✓	✓				Word	✓	✓			✓	✓		✓				
Languages	HTML	✓	✓	✓	✓		Workplace			Project management	✓		✓	✓	✓		Miscellaneous	Map navigation	✓	✓	✓
	CSS	✓	✓	✓	✓	Communication					✓	✓	✓	✓	✓				Voice acting	✓	✓
	Actionscript	✓	✓	✓	Mentoring			✓			✓	✓	✓	Mountain biking	✓	✓				✓	✓
	Javascript	✓	✓	Problem solving				✓	✓		✓	✓	✓								
	Italian	✓						✓	✓		✓	✓	✓								



Work experience continued

Graphic artist

Fairfax Media (The Marlborough Express)

January 2007 – January 2010

- Meeting with customers and creating out-of-the-box, creative, advertising concepts and visual solutions for their advertising needs.
- Advertising feature artwork.
- Photography for advertising and features.

Advertising designer

Fairfax Media (The Dominion Post)

March 2010 – June 2011 (casual employment while studying)

- Creating advertising within a nationwide database, often urgently.



My life outside of work

- I'm a bit of an outdoors person, often out running, mountain biking, or hiking. Am attempting a multi-day ride through the Old Ghost Road soon which will be a challenge!
- I've committed to cooking an entire recipe book this year with friends. This has made me to look at zero-waste cooking and sustainability.
- I like to get back to my home town of Kaikoura to catch up with family and friends there.
- I also love taking advantage of whatever cool stuff Wellington has on - whether that is food stuff, arts stuff, theatre stuff, or outdoor stuff.



Education

- Diploma, Interactive Design
Natcoll Design Technology, 2010
- Diploma, Communication, Arts and Design
Design and Arts College of New Zealand, 2004
- Certificate, Communication, Arts and Design
Design and Arts College of New Zealand, 2003



Referees

Craig Duker - previous Manager at Wavelength
021 767 880 dukercraig@gmail.com

Nicky Vella - previous Learning and Development Manager at RightWay
021 926 500 nicky@lasttapes.co.nz

Ursula Clark - previous Director at Wavelength
027 444 3928 urs.clark@gmail.com



My work examples

I have some work examples over the next page, however to see more from me please go to the following links.



Portfolio



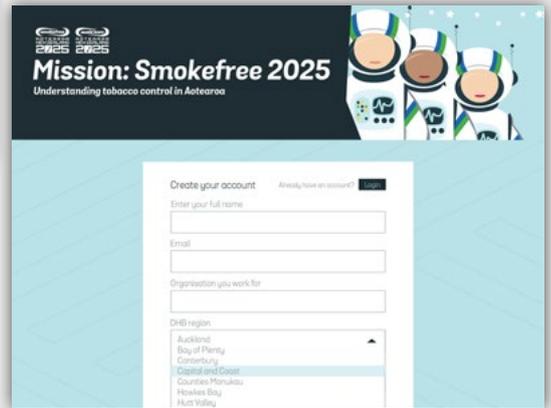
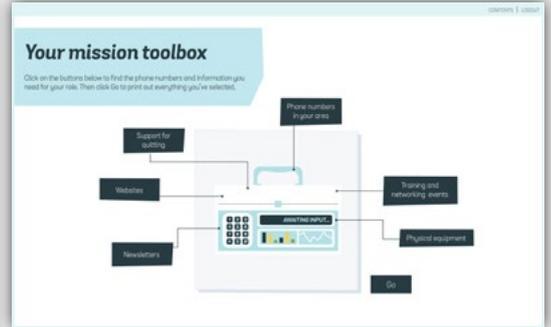
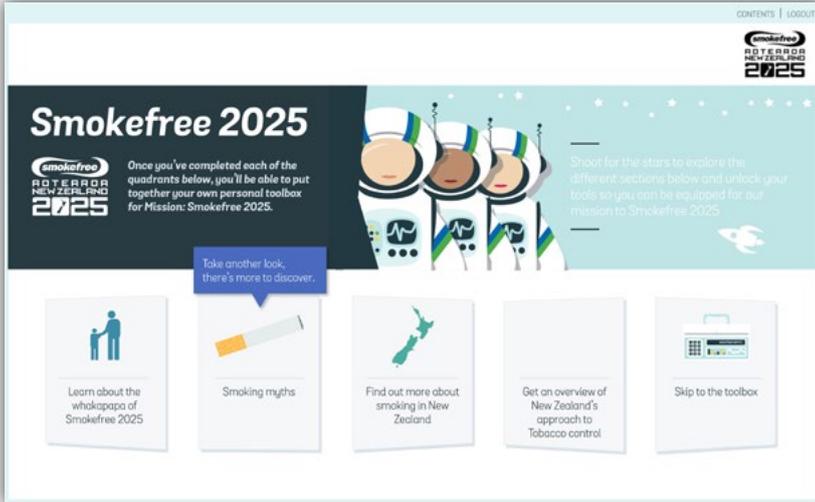
LinkedIn



Instagram

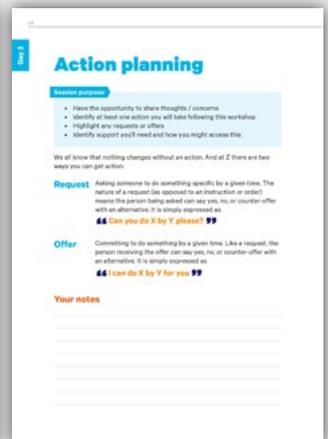
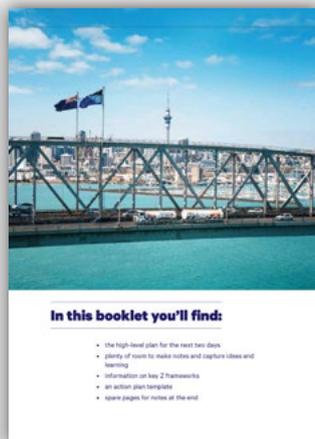
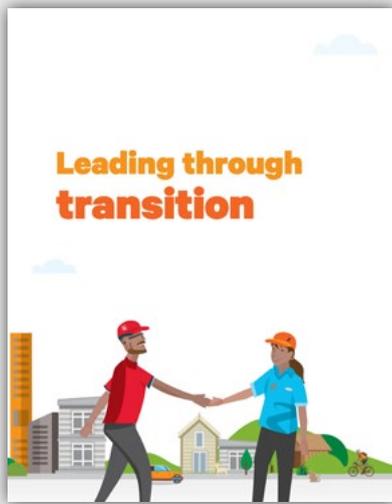


Some work examples



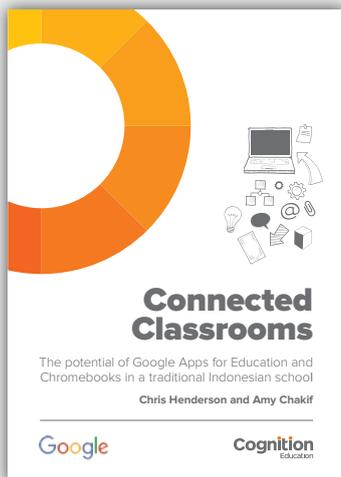
Customer: Health Promotion Authority

Create a new concept and design for Smokefree 2025 that will be seen and used by a diverse range of people. This will be for a custom LMS website and an explorative e-learning module developed in Articulate Storyline.



Customer: Z Energy

Create a design for a ringbinder folder, and workbook pages that will be used in the 'Leading through transition' workshop. The design needed to feel like Z Energy, but also take into account the recent merge with Chevron.



Customer: Cognition education and Google

Create a booklet design that is fun and engaging to display white paper research content to promote Google Chromebook in Indonesian schools to secure funding.