



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

I have experience working in website design and development, brand management, marketing, advertising, e-learning and infographics, and print design. I love being able to dissect information, and produce beautiful unexpected things.



Work experience

Digital Marketing manager

RightWay | June 2019 - present

RightWay offer small to medium sized businesses advice and support to help them achieve their goals, and run successful businesses. The marketing team are responsible for the brand (internal and external) and lead generation for growth.

Some of my responsibilities include:

- Managing all areas of digital marketing at RightWay. Working with the Head of Sales and Marketing to agree on direction, to 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 and vlogs, 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 and vlogs, 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 good variety of work 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
- Department of Conservation - Kōrero Mai/Speak Up Intranet graphic
- The Royal New Zealand Ballet - annual report, advertising, window displays, brochures, invitations
- The New Zealand Symphony Orchestra - programmes, brochures, posters, advertising, newsletter
- Maritime New Zealand - LMS re-brand
- Anthony Cheng surgeon - website design and development

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



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 trying to get back into mountainbiking after a very quite lockdown!
- 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