Abbie Schultz

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Summary I’m Abbie Carragher and I'm a creative all-rounder.

 My experience is in Graphic Design and Social Media Management and I'm looking for a position in a visual communication role. I have a Bachelor of Visual Communication Design and a Bachelor of Fine Arts, so a very broad understanding of everything visual.

 I've worked across many industries. I've had many successful freelancing positions too that's seen me illustrate for Hunter Water, Design patterns for bespoke lingerie and helped scale businesses with great branding.

 I'm currently looking for a full-time role where I can expand my knowledge and be creative.

Career history Business Owner at Roamer Creative Media

 Jun 2021 - Present (1 month)

 Owner of a Social Media Management & Digital Design Agency.

 From working on client briefs to being entrusted to strategise and implement entire campaigns for leading national brands. No task was too big or small and I was able to scale the business quickly.

 Leadership skills and workflow strategies are my biggest takeaways from this role as well as the confidence to pitch my capabilities.

 Social Media Manager & In-house designer at Ray White Toronto & Lake Macquarie

 Feb 2020 - Present (1 year and 5 months)

 Implementing a Content Marketing strategy to drive views and engagement to the website. Designing an Engagement Strategy to update the suburb profiles for the website and a way to interact with the audience on social media through Instagram Stories and utilising private Facebook groups.

 Designing template artworks and tiles to be used and scheduled across Facebook, LinkedIn and Instagram that fit in with Ray White's visual identity. Designing content that is appropriate for each social platform. Scheduling content using scheduling tools. Being proactive and reactive when monitoring the channels.

 Graphic Designer & Email Marketing at freelancing

 Sep 2017 - Present (3 years and 10 months)

 Freelance Graphic Designer & Email Marketing

 Working with small businesses to create digital assets for digital marketing purposes. Helping SME's with their logo design, branding and visual identity.

 Setting up email marketing campaigns and automation tools on websites. Performing Audits of existing websites and socials for optimisation.

 Assisting with Facebook and Google Ads.

 Creative Director at STUDIO CARRAGHER

 Jul 2014 - Present (7 years)

 Creative Director for my family's art studio.

 I organise commissions, exhibitions, collaborations and events. I oversee every decision for our business and help plan and execute conceptual designs and strategies. We've worked with many partnerships and individually been brand ambassadors and collaborators for Desvalido AU, Kathmandu, We Are The Explorers, Sam Buckingham and Wink Pens.

 Sales Assistant & Customer Service at Jeanswest

 May 2017 - Mar 2020 (2 years and 10 months)

 Working for one of Australia's most reputable Jean brand and a leader in customer service. I've learnt many transferable skills and systems from my time at Jeanswest about KPI's, sale techniques and offering value and quality is what sells a product.

 Social Media Manager at The Measured Marketer

 Jun 2019 - Jan 2020 (7 months)

 Managed 10+ social media accounts, such as Ray White Real

 Estate, and created social media content for daily postings.

 Created various digital ads and campaigns for engagement and

 brand awareness.

 Intern Graphic Designer at The Measured Marketer

 Jun 2018 - Jun 2019 (1 year)

 Working with the Graphic Designer and Creative Director to design print and digital collateral for clients. Working to briefs and tight deadlines.

 Assisting over 10 Businesses on a weekly basis.

 Sales Assistant at A FLASH

 Oct 2014 - Jan 2017 (2 years and 3 months)

 Customer service for a photography company. Role included:

 Sales techniques such as engaging with the customer and customising their experience to fit their needs and going through the company's pitch and process with a client.

 Using Adobe suite to edit and print on demand for the customer.

 Filing and sorting through thousands of files efficiently and effectively and entering data. Retail roles including serving the customers, handling money and Eftpos.

 Art Director at Vida Media

 Jan 2016 - Dec 2016 (11 months)

 Vida is an online creative co-operative dedicated to the soul and sharing stories that matter. Roles included: drafting a content strategy, editing articles, creative thinking, identifying influencers and trends, managing social media platforms, commissioned art, image curation, graphic editing and basic copyrighting.

Skills Time Management, multitasking, Organised, Communication, Interpersonal Skills, dependability, Social Media, Social Media Ads, Social Media Content Design, Social Media Campaigns, Graphic Design, Adobe Creative Cloud, Illustration Design, Adobe Illustrator, Adobe Creative Suite, Web Designing, Front End UI Development, Campaign Strategy, Facebook Ads, Facebook Marketing, Content Creation, Content Strategy, Workflow Management, Workflow Administration, Leadership, Team Leadership

Education Bachelor of Visual Communication Design from University of Newcastle

 Graduated 2020

 Graduating with Distinction.

 Majored in Storybranding & Branding design.

 Worked on a number of individual projects that involved working to a brief and worked with the University to complete design work for their clients.

 Bachelor of Fine Art from University of Newcastle

 Graduated 2016

 Majoring in 2D Principles - Painting & Illustration

 Minoring in Photography