

Sophie Green Moore

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Employment History

LJ Hooker Project Marketing

Graphic Designer & Marketing Coordinator

December 2018 - Present

Working in-house, designing branding for residential developments & new homes, marketing and implementing this branding across print and digital channels. Liaising with sales agents, developers, printers and media personal to achieve optimal outcomes both internally and externally. Monitoring and implementing marketing strategies to align with the goals of individual stakeholders and the organisation. Development of templated material for internal network use. Adhering to brand values and ensuring all work meets the corporate standards and guidelines.

Balthazaar Entertainment

Graphic Designer & Marketing Coordinator

May 2018 - September 2018

Designer for a multi-level hospitality venue in Canberra. Responsible for day to day visual communication, across digital, print, and social media. Developing branding concepts and logo design. Management of brands and ensuring all content met brand guidelines and standards. Established internal communication processes and created a preliminary marketing strategy to ensure business goals were met and budgets were maintained. Built relationships with local printers and media personnel.

Freelance Designer

May 2017 - May 2018

Designed the print layout of menu for chain of restaurants,

Sophie is a graphic designer in Canberra, Australia.
She loves watching re-runs of Great British Bake Off,
going to the beach on rainy days and planning adventures.
Sophie is currently working full time with LJ Hooker Project Marketing and taking on freelance clients.

Verd, in Sydney. Designed and organised print production of coffee purchase loyalty cards for two local espresso bars, Spence Grocer and Chifley Grocer. Created and developed brand strategy for start-up independent milk producer Milk & Me, including brand identity, website design and production, copy writing, packaging design and print layout, art direction including photography, liaison with printer and launch plan. Designed a social campaign for New York based online wedding start up, Zola.com, including campaign designs for Facebook and Instagram and Pinterest infographic. Worked with a small equestrian school in Sutton to create their visual identity, consulted on the set up of their marketing schedule and online presence.

Education

Facebook & Instagram Advertising for Business

2019, The Creative Collective

The Design Kids Bootcamp

2019, Sri Lanka

Certificate IV Graphic Design

2016, Shilling Education, Sydney

Bachelor Advertising and Marketing Communication

2015, University of Canberra

Languages

English, native

French, intermediate

Spanish, beginner

Conferences & Talks

How To Make Brands & Influence People, Chris Maclean
2016, Sydney

Attendee

Fail To Success with Will Patterson

2018, New York City

Attendee

Awards & Competitions

LJ Hooker Excellence In Marketing, 2018-2019
Winner (team award)

REI Project Property Marketer Of The Year, 2019
Finalist

TDK Awards, 2017

Entrant

References

Frankie Ratford

Founder, The Design Kids

Ruby Gillett

Marketing Manager, LJ Hooker Project Marketing