

Tina Fletcher



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TinaFletcher.com



[TinadFletcher](https://www.linkedin.com/company/tinadfletcher)

Career Focus and Motivation

Dancing the lines between functional, beautiful, and marketable, I aim to develop designs that convey professionalism and the companies brand ethos. I understand marketing and sales, so whether I am tasked solely to market or create designable elements, I am focused on creating business and sales.

With 25+ years as a Graphic / Web Designer & Small business owner, I have strived to understand all aspects of business and marketing. I am constantly learning new and current tools, trends, and solutions. Sales and Marketing Experience includes creating marketing plans, achieving sales targets, and creating upsell funnels or upselling via consultation.

As an experienced Trainer, I aim always to be aware that people learn at different speeds, and you need to appreciate and acknowledge this. Whereas many times I hear people are frustrated with tech and tech-based solutions, I love digging into finding the right tool for the right job. I enjoy taking the time; to get targeted results. Business, marketing, and design are combined in my thoughts are the things that I am passionate about. It is that passion that allows me to strive to try always to put out my best work.

Employment

Jan 2021 - June 2021

On Brandable- Web and Graphic Designer

Founder - Brisbane, Queensland

At On Brandable I not only built out the business website with WooCommerce, Membership, Subscription and Affiliate setup. I also created all the templates for both the Digital Content and Website Templates.

Duties:

- Sales and Marketing
- Brand Creation and Implementation
- Website Design and Development
- Template Design and Development
- Research and collation of Customer Journey
- Understanding user needs and growing design system.

Nov 2019 - Dec 2021

Freelance Work and Coaching

For this period first I was training around Asia and Australia only freelancing occasionally and then Covid hit, and I returned to Australia and spent some time learning the latest design trends.

Duties:

- Learnt more about UI & UX Design and Implementation
- Tested plug and play plugins for WordPress
- Improved and learn new programs for Design
- Started building out Website Funnels for Coaches
- Collaborated with other Coaches and affiliate marketing
- Research and Strategies for online marketing

Jan 2009 - Oct 2019

Tina Fletcher Designs - Web and Graphic Designer,

Self Employed - Ayr, Townsville and Brisbane, Queensland

At Tina Fletcher Designs, I created websites and graphic designs for clients. I created designs using Html, Joomla, and WordPress and, by the end, specialised in WordPress as my main clients were Coaches and Small Businesses, and I allowed me to give my clients the knowledge to edit their own sites if they wished.

Duties:

- Sales, Promotion and Marketing
- Brand Creation and Implementation
- Website Design and Development
- Training of clients to use WordPress and Plugins
- UI Experience and Responsive Website Creation
- Design work for Printing Materials including but not limited to; Business Cards, Flyers, social media graphics, training videos and eBooks etc
- All aspects of small business and agency management.

Proficiency

Web Design - From

Concept to Live using WordPress. Including customer liaison, design, website creation, testing and approval.

Graphic Design - From

Customer concept meeting through mock-up, drafts and final design for social media or print-ready artwork

Training - Training

clients in building their own websites from purchasing a domain to complete live sites. Training clients 1 on 1 or in group environments.

Sales, Marketing and Promotions -

From the marketing of individual products, brand creation, rebranding and brand-based marketing tools to funnels marketing and full marketing campaigns. Cold calling to Closing of Sales for websites packages up to \$12,000

Customer Support -

Including before and after sales support and training of VA to implement support. Email automation and e-commerce cart solutions.

Skills

HIGH LEVEL

Website Development -

WordPress
Mockups and Responsive design principles

Graphic Design - Corel

Draw, InDesign, Photoshop, Canva
Microsoft Word, Excel, PowerPoint, Google Docs
On Page SEO & UI/UX Design

Email Marketing -

Mailchimp, Mailerlite and Active Campaign
Funnel Creation & Implementation
Branding Kits and Ethos and ReBranding

Print - Business Cards, Flyers, Stationary

Training - Business, Website and Mindset

Social Media Marketing

- Facebook and Facebook Groups

INTERMEDIATE LEVEL

Website Development -

HTML, Joomla

Graphic Design -

Illustrator, Gimp

Video Creation - Canva,

Windows Movie Maker

Social Media Marketing

- Instagram, YouTube, LinkedIn

BASIC LEVEL

Website Development -

CSS
MYOB and Quicken

Social Media Marketing

- Twitter, Pinterest

Feb 2007 - June 2009

Asencia (Aromatherapy) - Aromatherapist & Sales and Marketing

Partnership - Ayr, Queensland

At Asencia, I created the blends for the market, as well as all aspects of the business including the website and promotional printing. I sold products mainly locally via word of mouth and markets.

Duties:

- Blending of aromatherapy products
- Design and Printing all promo products,
- Website Design and Development
- Delivery of products, stock take, ordering and receiving of goods
- Administration duties, Eftpos and point of sale procedures
- All aspects of sales and promotion of products and their uses

Jun 2006 - Jan 2007

Freelance Work and Home schooling

At this time my children and I travelled around Australia where I home schooled them and only took on additional work when needed.

Duties:

- Home Schooling
- Freelance graphic design work

Jan 2006 - Jun 2006

Burdekin Christian College - Computer Training,

Contract Position - Ayr, Queensland

At Burdekin Christian College I trained students from Prep to year 7 on basic computer fundamentals.

Duties:

- Classes on using a Computer
- Including using current programs and maintenance

Dec 2004 - Jul 05

Malpass Hotel - Administration Officer / Computer Specialist

Casual Position - Home Hill, Queensland

At Malpass Hotel my main duty was liaising with the Computer Company to set up a software system (TASK) and bridge the gap between what the hotel needed from their point of view and the functions of the software.

Duties:

- Liaising with the computer company to set up software system (TASK),
- General computer maintenance and setup,
- General administration including payroll,
- Accounts payable and receivable,
- Filing, Data Entry and general online operations

Jan 2002 - Nov 2004

Mackay West State School - Teacher aide

Casual Position - Mackay, Queensland

At Mackay West State School I worked in several classes including preschool and special education units.

Duties:

- Teacher aide in special education unit,
- Preparing activities,
- Supervising children,
- Behavioural Management

Jan 1996 - Jul 1997

Oberon Review Newspaper - Graphics Artist and Trainer

Casual Position - Oberon, New South Wales

At Oberon Review Newspaper I helped with the design and layout of the weekly newspaper pages and trained the staff with learning how to use Corel Draw Graphics Program.

Duties:

- Design Work for Newspaper
- Layout of Copy and Design for Weekly Pages
- Training on Corel Draw Graphics Program

Jan 1990 - Jan 1996

Tina Fletcher Designs - Web and Graphic Designer,

Freelanced - Brisbane Collingwood and Mackay, Queensland

At Tina Fletcher Designs I created graphic designs for print-ready work and newspaper advertisements. Within this time, I also travelled through Europe, UK and Asia for the period Apr 1991 - Jan 1993

Duties:

- Design work, Printing and collating of jobs
- Bookkeeping,
- Small business office duties,
- Computer training, installation, and maintenance

Jan 1996 - Jul 1997

Australian Defence Force – Army - Illustrator Reprographic

Main Posting - Canberra, Australia Capital Territory

While enlisted in the Army I trained in Kapooka and became part of the Survey Corp as an Illustrator Reprographic.

Duties:

- Design work, Printing and collating of jobs,
- Photography and printing of photos
- Office procedure relating to a printing office

Duties relating to Army Position

Education and Learning

- 2021 Google Course Digital Marketing and Elements of AI
- 2020 Canva Training and Template Creation
- 2020 Funnels and Automation – Active Campaign, Mailerlite
- 2020 Affluent Consultant training on virtual events
- 2020 Chatbot creation and language
- 2019 Sean Mize marketing and coaching program
- 2019 Lurn Academy course in copywriting and email marketing
- 2018 Uncertified Courses in Social Media Marketing and Sales
- 2017 Publish Academy Online marketing and Course Creation
- 2017 Wp Elevation Web Design Marketing
- 2016 Cert IV in Training and Assessment
- 2016 WP Elevation WordPress and Business Course
- 2015 Publish Academy Course
- 2015 Uncertified courses in marketing and sales
- Uncertified course in WordPress and PHP
- 2014 Uncertified courses in Web design & development,
- 2013 Apply First Aid Plus+ Course – St John Ambulance
- 2012 Certified Teen Etiquette Trainer
- Certified Etiquette and Communication Skills Trainer
- Certified Brand and Image Consultant
- Certified Business Etiquette Trainer
- 2009 Certified Life Coach Course
- 2009 Cert IV in Training and Assessment
- 2008 Cert II in Hairdressing, Cert II in Retail
- 2003 Cert III Educational Support
- 2001 Cert IV in Small Business Management
- 1989 Graduate Diploma Graphic Design
- 1987 Photographic Course (Aus Def Force – Army)
- 1986 Illustrator Reprographic Certificate (Army)

Current Volunteering

Global Sisters– Running a How to Build a website training.

She Mentor – Donating 2 Hour training or consultation sessions.