

JAIMIE DAVIES

MARKETING SPECIALIST & GRAPHIC DESIGNER



CONTACT

- 📞 +61 457 997 117
- ✉ jaimie.davies25@hotmail.com
- 📍 Maitland, Newcastle & Hunter
- 🌐 <https://jaimiedavies.com>

SKILLS

- Project Management
- Graphic Design
- Teamwork & Leadership
- Time Management
- Effective Communication
- Critical Thinking
- Digital Marketing
- Brand Management
- Customer Journey's
- EDM & Automations
- Social Media
- Copywriter & Proof Reader
- UX/UI & Website Management
- CRM Management
- Video & Content Production
- Product Launch
- Marketing Campaigns



PROFILE

Digital marketing professional with 7+ years of experience across SEO, paid search, email marketing, and content creation — backed by strong graphic design and web development skills. I love the mix of creative and analytical that this work demands: I've managed multi-channel campaigns spanning Google Ads, paid social, EDMs, and website content, always keeping an eye on brand consistency across products and platforms. I'm data-driven by habit (Google Analytics and campaign reporting are second nature) but never let the numbers crowd out the creative execution. Reliable, self-directed, and at my best in fast-paced environments where structure and creativity have to work together under a deadline.



EDUCATION

- | | |
|--|------|
| Higher School Certificate
Year 12 Maitland Grossmann High School | 2011 |
| Certificate III Entertainment
TVET (Tafe) Course | 2011 |
| Bachelor of Visual Communication and Design
University of Newcastle Callaghan Campus | 2018 |
| RSA (Responsible Service of Alcohol)
Tafe Maitland | 2024 |



SOFTWARE

- | | |
|---|------------------------------|
| • Adobe Creative Suite | • WordPress |
| • Monday.com | • Canva |
| • Google Ads | • HubSpot |
| • Yoast SEO | • Flip HTML5 |
| • SEMRush | • Anima App |
| • Claude & ChatGPT AI | • Salesforce Marketing Cloud |
| • Google My Business | • Typeform |
| • Microsoft Office 365 including SharePoint | • Envato |
| • Google Analytics | • Odoo |
| • MailChimp | • Meta Business Suite |



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WORK EXPERIENCE

SCS Australia and SCS Global

2024 - PRESENT

Marketing Manager

As Head of Marketing, I lead marketing strategy and execution across two distinct businesses — SCS Australia (B2C) and SCS Global Containers (B2B, factory-direct). My responsibilities span website management and brand identity across both entities, scheduling and driving product launches, and building and running marketing campaigns end-to-end. I manage paid advertising across Meta and Google Ads, and oversee content and social media output to ensure consistent brand voice and messaging across both audiences. I also lead a small marketing team, balancing hands-on campaign work with team management across two very different customer bases.

Reason for leaving: Redundancy - the owner is closing the business.

Office Brands

2021 - 2024

Graphic Designer, Communications
& Marketing Specialist

Initially joined as a Graphic Designer, responsible for creating EDMs, social media posts, catalogue covers, banners, and e-spots.

Promoted to Digital Marketing Specialist in March 2022. In this role:

- Designed HTML-coded blogs and maintained multiple member websites
- Developed promotional brochures using dynamic linking, connecting directly to member websites and conducted HubSpot training sessions for members.
- Updated landing pages and generated reports using Google Analytics.
- Collaborated with suppliers and key stakeholders
- Assisted the CEO with filming and editing video content for announcements and speeches.

Reason for leaving: Re-located back to Newcastle.

Hemp Oz

2020 - 2021

Graphic Designer

Designed EDMs, reports, PowerPoint presentations, and social media posts for Hemp Oz, a kombucha and tea company, which was expanding into skincare.

Reason for leaving: Found full time work at Office Brands.



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REFERENCES

Jaci Cooper | Manager

SCS Australia

Phone: 0423 880 621

Email : jaci@scsau.com.au

Melissa Rogers | Sales

SCS Australia

Phone: 0457 418 231

Email: melissarogers99@gmail.com



WORK EXPERIENCE

DXC Technology

2019 - 2020

Graphic Designer

Created client bid covers, professional infographics, and PowerPoint presentations, often under tight deadlines. Edited video and audio content for clients across industries such as finance, mining, government, retail, and airlines.

Reason for leaving: Position was made redundant.

Woolworths Group

2012 - 2018

Team Member | POS Operator | Bakery

Assistant | Front-End Reception Desk

First employment opportunity after high school, where I developed a strong work ethic, customer service skills, and even learned cake decoration.

Reason for leaving: Moved to Sydney to pursue my career.



PORTFOLIO

Jaimie Davies

<https://jaimiedavies.com>