

HELLO! I'M MADDY ORGILL

EDUCATION

**Bachelor of Creative Industries
(Writing & Visual Art, High Distinction)**
Victoria University // 2016 - 2018

Intensive UX Masterclass
UX Training, Melbourne // 2015

**Bachelor of Arts
(Sociology & Cinema Studies)**
La Trobe University // 2006 - 2009

PROFESSIONAL SKILLS

- I'm a clear & concise communicator, both written & verbally
- I work efficiently in high pressure situations and to deadlines
- I have a keen eye for detail and strive for outstanding quality
- I'm adaptable, flexible and learn quickly in new environments
- I'm a problem-solver, a collaborator, & customer happiness maker
- I build & develop strong relationships with customers, coworkers, stakeholders & peers
- I have extensive event management & creative content experience

TECHNICAL SKILLS

●●● PRETTY GOOD

Photoshop, Microsoft Office Suite, Duda, Photography, Social Media

●● GOOD

InDesign, Illustrator, Lightroom, WordPress, Salesforce, HelpScout, Basecamp, Balsamiq, Google Analytics, Slack, JIRA, Confluence

● ALRIGHT

HTML, CSS, AdWords, HootSuite

ACHIEVEMENTS

Spotzer

Twice awarded Employee of the Month for APAC region

Web123

Awarded Employee of the Month

Sensis

Awarded Telstra Zing! award for contribution to my team & Sensis.

INTERESTS



DIGITAL EXPERIENCE

Web Designer | Content Creator
Healthsite // 2018 -CURRENT

- I design & build WordPress websites for Australian health care & medical practices
- I advise clients on creating effective websites & content, including UX design principles, copywriting, SEO & social media content
- I create design collateral, including logos & branding, social media content & EDM graphics

Senior Digital Project Manager | Team Leader
Spotzer Media // 2016-2018

- I managed the end to end production of over 250 SMB websites & WordPress projects for APAC reseller partners (5), from initial project scope to final delivery
- I provided tailored email & phone support to customers, including multi-platform training, technical support & escalated issues
- I acted as a product suite SME for all APAC reseller partners (8), including providing product training & weekly reports
- I oversaw production & content QA for all APAC WordPress projects, as well as workload delegation for content creation contractors & vendor partner production teams in India & the Philippines
- I assisted with social media & SEM campaigns, including optimising, tracking spends of each campaign, briefing of new orders & monthly client reports

Digital Project Manager
Web123 // 2015 - 2016

- I managed over 40 custom built website projects, from initial conceptualisation to site launch
- I advised clients on creating effective websites & digital marketing campaigns, including UX design principles, social media strategies, SEO & copywriting
- I provided technical support & delivered customer training on how to use the Web123 CMS

Online Production Specialist
Sensis // 2010 - 2014

- I created, proofed and published info rich content & designs for over 200 Yellow Pages Online directory listings
- I oversaw the web crawling validation process of content for SiteSmart products
- As part of a team of three, I managed quality checking, reporting and fulfilment of Yellow Mobile productions nation-wide

Full employment history available upon request.

REFERENCES
AVAILABLE
UPON
REQUEST

Sound good?
Get in touch!

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