

# GHILAY WOLDEMARIAM

## R E S U M E

**Mobile:** 0431 001 040 **Email:** [ghilaywoldemariam1991@gmail.com](mailto:ghilaywoldemariam1991@gmail.com)

### Objective

My sole objective is to contribute, it's that simple. To APPLY the skills I've acquired over the years and make a positive impact on your results, your team and any goals you set for the future. Combining my skills in Graphic Design, Content Creation, Management, and Customer Service, I'm ready to take on new challenges and offer solutions.

### Experiences

#### **SIGNWRITER AND PRINT MEDIA | PRINT & SIGNTech | KEDRON | NOVEMBER 2023 – DECEMBER 2023**

- My role at Print & Signtech consisted of loading and preparing the industrial printers with printing jobs using their designated print media. My other duties were preparing the physical signage assets which consisted of cutting, drilling and buffing surfaces. I was also assigned on Install operations, assisting in the installation of signs. Print & Signtech decided late December that they were going to shutdown, hence my short time there.

#### **GRAPHIC DESIGNER & CONTENT CREATOR | OFFICIAL PTY. LTD. | ALBION | JANUARY 2023 – JUNE 2023**

- My role at Official was initially as a Graphic Designer and later progressed to Social Media Manager and Content Creator. As a graphic designer I was responsible for designing school uniforms and Primary and High School Graduates Senior Jerseys. My other duties were also reception work, such as greeting walk in customers, taking phone calls and liaising with Sales Representatives. When my role developed into Social Media Manager and Content Creator I was responsible for creating and delivering assets for the boss's other business venture. These assets included, video content filmed and edited, prints and social media ready posts.

#### **GRAPHIC DESIGNER & VIDEO EDITOR | INCREDABILITY | HOME STUDIO | JANUARY 2020 – TODAY**

- I began INCREDABILITY back in 2020. Delivering design assets to either friends, family, and referral clients. I've amassed many skills over the years specialising in Branding, Marketing and Content media. I use an array of different applications and programs to achieve design briefs, and have years of experience using the Adobe Suite, such as Photoshop, Illustrator and Premiere Pro. I pride myself in completing creative assets and keeping the client looped in along the way making for a final product that the client is happy with.

#### **ASSISTANT MANAGER | ASMARINO CAFÉ & LOUNGE | MOOROOKA | JANUARY 2020 – OCTOBER 2023**

- My role at ASMARINO ranges from taking care of customers during its open times to ensuring the day of operations can run smoothly. I have recently taken upon more responsibilities within the shop, from general upkeep like decluttering and reorganising the store to free up and open up space, refining the exterior of the shop by landscaping, gardening, weeding as well as hand picking rubbish left behind to keep the store looking neat and tidy, keeping amenities clean, stock take as well as dealing with building contractors.

#### **RETAIL SALES ASSISTANT | HYPE DC (CHRISTMAS) | BRISBANE CBD | OCTOBER 2020 – JANUARY 2021**

- My role at HYPE DC as a Christmas Casual was simple; Greet customers and guide them in finding the right pair of shoes for their desired purpose. Utilising all the knowledge I've accumulated over the years about sneakers, I found myself to be successful at this role. Why? Because every time I said goodbye to a customer, I was met with a smile and a thank you. For me it was always about customer service and about return customers. Ensuring I listened to what they were after and doing as much as I could to deliver. Due to the pandemic and the quiet period of retail (Jan) as well as my Christmas contract being over, I was let go. (References can be found in the Reference section)

#### **SALES ASSISTANT | CULTURE KINGS (CHRISTMAS) | BRISBANE CBD | OCTOBER 2019 – JANUARY 2020**

- My position at Culture Kings over the Christmas period was primarily one of sales and retail. Every day my role was to assist customers with finding the right items to add to their wardrobe. Using knowledge and skills I've accumulated over the years within the same field, I was fortunate enough to build relationships that willingly encouraged customers enough to return, thus upholding and adding to the reputation of which Culture Kings aims to maintain.

#### **PICK AND PACKING | FOOTLOCKER WAREHOUSE (TOLL) | MURARRIE | OCTOBER 2018 – MARCH 2019**

- While at the Footlocker Warehouse I was responsible for ensuring the store's stock orders were correctly picked and packed in a timely fashion. Other duties involved Sorting styles and sizes, so that when it came to Picking, we were efficient.

**RETAIL ASSISTANT | PLATYPUS SHOES | QUEEN STREET BRISBANE CBD | MAY 2018 – AUGUST 2018**

- During my time at Platypus, my role was to assist our customers with their needs and wants. Listening and Responding so that they either left with what they were looking for and potentially more, but also leaving with a sense of trust that they will be taken care of.

**RETAIL ASSISTANT | GENERAL PANTS CO. | BRISBANE CBD | OCTOBER 2013 – JANUARY 2017**

- I was responsible for ensuring our customers were greeted, assisted and styled, that our customers on the phone were taken care of, that all the stock-take, refunds, returns and online orders were completed and processed correctly.

## Leadership & Achievements

I was a member of an NPO named PAWES aiding in community growth and support services within the African Youth. At P.A.W.E.S (Providing Awareness with Education and Sport) I was involved in Team building and Coaching as well as participating on the Men's A Team. During my years with PAWES I was able to develop my leadership and mentoring skills by helping our youth find viable solutions to their challenges. Our whole basis was centred around family. A mentality that says despite our challenges, we would all support one another in times of need. It was an ecosystem where everyone looked out for each other in helping each other grow as athletes but also as young adults.

I consider myself a creative person, an honest person with a great desire to do my best to provide solutions. I'm well versed with Microsoft Office as well as the Adobe Creative Suite with programs such as Photoshop, Illustrator and Premiere Pro. I also enjoy learning new skills that can help improve operations. I enjoy making art, filming, editing and making music. I have been fortunate enough to tour Australia to perform at venues all around the country, playing at music festivals as a special guest as well as my own solo shows. I've been featured on many media outlets such as MTV, Channel V, Rage, Triple J and many more. Being creative is an essential part of my wellbeing, it allows me to have an outlet which I believe is important in aiding growth and sustaining my mental health. As a result, it has made me more inclined to problem solve. It has also made me more approachable to be able to assist in the support of others, to be a mentor when someone needs it, to uplift, inspire and motivate for a common goal. It's all about 'Team Work' and 'Team Work makes the Dream Work'.

I hope my resume has sparked some interests and I look forward to discussing opportunities with you.

## References

Abiel Asmerom    ASMARINO Cafe and ASMARINO LOUNGE    0423 608 968

John Joseph    Print & Signtech Kedron CEO    0479 199 922

James Ruddell    Print & Signtech Kedron    0405 743 525

Benjamin James Mutual Friends Australia    0402 421 641