



# Hello, I'm Sharon Orgad.

I'm a multi-skilled and capable design and marketing all-rounder with experience across digital & print design, social media, advertising, and much more. From Photoshop to Wordpress and anything in between, my extensive knowledge and versatile skill set would be an asset for any business.

As a person who is equally creative and analytical I'm both intuitive and logical. My creative ideas and decision making are always based on data analysis which considers the implications and practicality of the proposed solutions.

## Folio

[www.stylisti.com/sharon-orgad-folio.pdf](http://www.stylisti.com/sharon-orgad-folio.pdf)

## Get in touch

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Mt. Martha, VIC

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# Sharon Orgad.

## Education

2020-2021

**ANZ business  
growth program**

2003-2005

**Advanced diploma in  
textile, clothing & footwear**  
RMIT

1993-1996

**Bachelor of Economics and  
Business Management**  
Rupin Academic  
Centre, Israel

## Skills

Illustrator	●●●●●●●●●○
Photoshop	●●●●●●●●●○
InDesign	●●●●●●●○○○
EDMs	●●●●●●●●○○
Wordpress	●●●●●●●●○○
MS Office	●●●●●●●●○○
Google Ads	●●●●●●●○○○
Analytics	●●●●●●●○○○
SEO	●●●●●●●○○○
Shopify	●●●●●●●●○○
Myob	●●●●●●●●○○
HTML/CSS	●●●●●●●○○○

## Experience

Feb 2014-Current // Designs To You // Rowville

### Design & Marketing Manager

Designs To You is a family owned premium work uniforms supplier for both B2B and B2C clients.

As the Design & Marketing Manager I'm responsible for creating and implementing the marketing strategy across digital marketing channels, social media and paid advertising. This includes:

- Working with the Marketing Coordinator to create and deliver digital content for social media posts, reels, EDMs, & shop banners while maintaining brand integrity.
- Developing assets and copy for channel specific digital advertising.
- Analysing data from marketing activity to improve strategy across all channels, and optimise target market.
- Overseeing and coordinating a re-branding project, created the brand marketing pillars, brand guidelines, tone of voice, look & feel and clarified the company's values.
- Overhauled the company's website and set up the blog.
- Copywriting content for web pages, articles, presentations and tenders.
- Analysing and optimising SEO. SERP Ranking for some keywords improved from page 5 to page 1 over 6 months.
- Driving CSR and sustainability efforts across the business.

### Graphic & textile designer

I am responsible for creating graphic and copywriting content for catalogues, lookbooks, presentations, brochures, banners, packaging and more.

I also design textile pattern for uniform collections, coordinated and styled photoshoots, and edited all the raw images.

Lastly, I took the initiative to design, build and manage the B2C online store on Shopify.

## Strengths

Can do attitude  
Team Player  
Adaptable  
Great communication skills  
Eye for detail  
Honesty & Integrity  
Proactive  
Organised  
Practical  
Fast Learner  
Efficient & diligent

## Other

Triple vaccinated  
Australian citizen

## Interests

Art & Design  
Fashion  
Ice Hockey  
Piano  
Gardening

## References

Scott Davidson  
TLA Worldwide  
0418 364 891

Yael Carmeli  
bFree Intimate Apparel  
0404 278 333

Anne-Claire Petre  
Anaca Studio  
0407 159 893

## Experience continued

*Mar 2013–Dec 2013 // CK Clothing // Richmond*

### **Graphic Designer : Girls 1-7 & Babieswear**

I was responsible for creating kids and babies clothing collections for major accounts, especially Target and Myer. This included interpreting design briefs, trend research, creating moodboards and artwork, technical drawings and completing specification packs for production.

*Nov 2012–Mar 2013 // Safari Living // Richmond*

### **Online Business Manager**

Safari Living was a high-end homeware shop. I managed the content and daily operation of the online shop and showroom stock, focusing on maximizing sales opportunities and customer service. I also coordinated re-design of the website and transition from Wordpress to Magento.

*Aug 2011–Aug 2012 // Kmart // Mulgrave*

### **Graphic Designer : Babieswear & Girlswear**

I designed placement and yardage prints for babieswear, girlswear and kids sleepwear and created specification packs for production.

My designs often exceeded the sales forecast with some selling out in only a couple of weeks.

*Jul 2008–May 2011 // Ladelle // Scoresby*

### **Senior designer**

Ladelle supplies quality kitchen accessories, bed linen and homeware to independent stores and majors including Target, Myer and Woolworths.

I was responsible for developing seasonal collections from concept to final product, trend forecast, and providing creative direction for new ranges. I also styled and art directed photoshoots and presented trends to buyers. My specialty was aprons and tea towels and my designs regularly featured in the best sellers list for the season.

*Dec 2005–May 2008 // Holeproof // Nunawading*

### **Production coordinator**

My responsibility was mainly to coordinate and monitor local and offshore production for socks, including: processing and tracking orders, negotiating prices and delivery schedules, QA compliance, and liaising with buyers. I also created an interactive order tracker instead of using spreadsheets.

### **Sock designer**

I developed coordinated sock ranges for men, women and kids for Holeproof, Rio and Slazenger brands. My specialty was sports socks and advanced knit structures. The process involved trend forecasting, ranging and design briefs, creating production art, liaising with local & offshore factories and sample approval.