

Peter Grams

Digital Design & Marketing

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Education

TAFE Queensland 2017
Advanced Diploma in Graphic Design

TAFE Queensland 2017
Diploma in Graphic Design

TAFE Queensland 2009
Cert III in Painting and Decorating

Bray Park State High
Year 12

Skills

Design

- Brand Strategy
- Branding Identity
- Print Design
- Web Design
- User Experience
- User Research
- Persona Development
- Journey Mapping
- Information Architecture
- Photography

Digital Marketing

- Web Analytics
- SEO / SEM
- Keyword Research
- PPC
- Copywriting
- Social Media

Toolbox

- Photoshop
- Illustrator
- InDesign
- Adobe Xd
- Google Analytics
- Google Adwords
- KWFinder
- Wordpress
- HTML / CSS
- Digital Camera

About Me

Hi I'm Pete, a digital designer living on the Sunshine Coast, Queensland. I have a Advanced Diploma in Graphic Design and 1+ Years experience working as a Design Manager & Marketing Assistant. In this role I have gained valuable skills and experience including:

- Developing Designs for print and digital publications
- Website Design
- Designing User Experiences for websites
- Copywriting for websites
- Listing new products online
- Working with Wordpress
- Using Google Analytics to make data driven decisions
- Keyword research
- Applying keywords to Google Adword campaigns
- Using keywords to apply on-page SEO strategies
- Assisting marketing manager with social media campaigns
- Brand Strategy and direction
- Communicating with Web Developers via ASANA
- Liaising with printers and suppliers

Relevant Experience

- **Design & Marketing**
Live It travel – Sunshine Coast, Australia
Feb 2018 - Current

Other Experience

- **Retail & Customer Service**
Big W – Maroochydore, Australia
Feb 2019 - Current
- **Cook**
Various Restaurants – Canada & Australia
2013 / 2017
- **Painter & Decorator**
Qualified Tradesman – Brisbane, Australia
2007 /2012