

YES, I CAN USE **WINDOWS** OR **APPLE, CRM SYSTEMS, ADOBE SUITE** and your normal **MICROSOFT OFFICE** - THAT'S PRETTY MUCH STANDARD STUFF FOR ME.

It can be frustrating when you go to the blurb and don't learn much about who this person really is. So let's not do that. Here's who I am:

Hi, I'm Tam. An extroverted, down-to-earth creative soul and a Jill of many trades.

A self-confessed shoe addict, and mostly known for my bubbly personality and terrible jokes. You will most likely find me at the gym, chatting just as much as working out, or to my husbands dismay, at the mall "just browsing." I am a lover of being creative, learning new things, building relationships and being slightly OCD with planning. I'm a positive people person ready to join a team of like-minded colleagues I can feed off and collaborate together.

My previous co-workers can attest to the fact that I am focused, motivated and a lover of organising everything in sight. I am experienced at managing my own workload and clients. I work hard, especially when I'm passionate and excited. I am a light hearted soul, with a positive attitude and looking for my soul mate... Work soul mate that is.

EMPLOYMENT SUMMARY

April 2023 – Current	Marketing Manager Glenfield Mall
Nov 2019 – Nov 2022	New Home Sales Consultant G.J. Gardner Homes
Feb 2019 – Nov 2019	Mac Op/Graphic Designer G.J. Gardner Homes
Nov 2017 – Current	Owner - Marketing & Design Blended Design
Feb 2017 – Sep 2018	Graphic & Digital Marketer Linen and Things
Mar 2016 – Oct 2016	Design & Marketing Intern Box Living

SKILLS & EXPERIENCE

Adobe Suite (Photoshop, Illustrator, InDesign, Acrobat)
Wordpress websites design and build
Working with CRM systems (Salesforce, Zoho, Hubspot)
Email (EDM) marketing - Mailchimp
Social media management - Meta, Later, Metricool
Microsoft Office (Excel, Powerpoint, Outlook, Word)
Digital marketing (website insights, google ads and insights)

EDUCATION

2016 | Bachelor of Architecture | Unitec Institute of Technology
2016 | Diploma in Interior Design | Interior Design Institute NZ
2017 | Wordpress & SEO Course | Wordpress Bootcamp
2020 | Consultative Sales Training | SalesStar
2022 | NZC in Real Estate Salesperson (Level 4) | Skills



TAM PARTIS

Sales & Marketing



CV Website & Portfolio
www.tampartis.co.nz



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PERSONAL TRAITS

Works well under pressure.
Proactively meets deadlines
Highly organised.
Strong attention to detail.
Extroverted people person.
A creative & natural sales mindset.
Resilient, positive & flexible.
Ambitious & keenness to learn & grow.

INTERESTS

Obsessed with my gym routine.
A complete foodie (with cocktails).
My chocolate addiction rules my life.
Shopping is my biggest weakness.
Enjoy traveling the World/NZ.
A social butterfly and Netflix binger.

EMPLOYMENT DETAILED

April 2023 – Current

Marketing Manager

Glenfield Mall

Marketing:

- Manage and execute marketing campaigns (print & digital) in budget and time frame.
- Track and update actual expenditure after each event and compare with budget as well as developing the annual marketing plan and budget.
- Implement all marketing activity; working with office teams, tenants and their marketing departments and third party agencies and suppliers.
- Day-to-day management and planning of the brand identity, campaigns and events.
- Discuss campaign performance and provide ideas/assistance tenants may require.
- Creating graphic artwork for newspapers, posters, flyers, brochures and magazine adverts.
- Ensure internal marketing documents are updated regularly. (Marketing Kit, retail welcome kit, leasing kit, community guidelines, casual leasing guidelines etc.)
- Constantly performing market research to assess competition.
- Daily website management and foot traffic data gathering and presentation.

Social Media and Digital Marketing:

- Contribute to the growth and performance of the online user engagement.
- Create content and edit website with current campaigns.
- Meta business suite management, targeted audience boosting and ad management.
- Keeping up to date with trends and translate them into fun and interesting reels/posts.
- Develop and implement a successful social media strategy to increase brand awareness.
- Generate reports on digital insights and mall foot traffic data gathering.

Event Organisation and Management:

- Research and plan new promotions, events, and campaigns with new ideas for the mall.
- Organising events for the community that raise the mall profile and perception.
- Co-ordinate the tracking systems to monitor roll-out of marketing campaigns.

Nov 2017 – Current

Owner - Marketing & Design

Blended Design Ltd

Management:

- Bring in and maintain client relationships and use CRMs to track job progress.
- Start to finish brand and website design and build services depending on clients needs.
- Take client through budgets, pricing and processes.
- Teaching classes at Selwyn College - How to start an online business & build websites.

Marketing and Design:

- Produce finished art for a diverse range of projects including branding & campaign marketing collateral, brochures, promotions, signage, flyer design and logos.
- Execute Google and social media paid ads and track insights.

Nov 2019 – Nov 2022

New Home Sales Consultant

G.J. Gardner Homes

Account/Client Management:

- Develop and maintain strong relationships with clients while understanding their needs.
- Establishing relationships with suppliers, land developers and real estate agents.

Sales:

- Take client through entire design and build process, selling the best plan for their needs.
- Managing leads through marketing channels in Hubspot CRM.
- Identifying new sales opportunities through previous word of mouth and own marketing.

Marketing and Design:

- Prepare design and content for e-marketing and schedule to maximise open rate.
- Contribute to marketing ideas and create collateral for EDM's, flyer's, brochures and ads.
- Architectural plan drawing through Chief Home designer software.
- Interior design colour consultations and kitchen designs.

Feb 2019 – Nov 2019

Mac Op/Graphic Designer

G.J. Gardner Homes

Marketing and Design:

- Produce finished art for all franchises including brand and campaign marketing collateral, brochures, signage, internal sales material, image photoshop, social media and adverts.
- Planning and presenting new marketing ideas to drive sales.
- Maintain franchise relationships and produce creative material for all franchises across NZ.
- Maintain relationships with sales staff from each franchise to produce sales collateral.

Well hello there,

Thanks for popping in.

Take a seat, have a read:

My resume will tell you that I'm an extroverted, people person.

My experience will tell you that I'm a creative cat within graphic design and a well-rounded marketer from a multitude of industries.

My skills will tell you how varied I am with many valuable traits.

What none of the above will tell, is why I'm here. You may be wondering?

I am ready for another stage in my career, a higher challenge and to progress further in my marketing and brand management expertise.

I am also looking for my perfect fit, a company that I can grow with and that loves it's people and supports them to do well within a great atmosphere. I love communicating with people and working in team environments, encouraging and feeding off each other.

I want to be challenged but to also love my job. I would love a level of flexibility that will allow a positive work life balance which I feel is missing in my current position.

Why choose me?

From my background in marketing, graphic design, website building, and sales, I have learnt many important talents that I can bring to the your company. I understand both sides of marketing and sales and how clients respond, how their brains work when wanting to buy something, how they interpret information visually and what drives them to a decision.

My people skills are my greatest aspect, as I interpret each person differently to provide the service they require.

I am a keen learner and can be molded into the role and believe joining your team will benefit both sides.

My professional expertise in sales can provide valuable insight and fresh perspective in the current market.

My creative traits and graphic design background can support success within the visual sides of the role and enhance new ideas.

My willingness to learn will make an easy transition and mold me to be just right for your specific company and it's values.

My organisational and logical thinking will be a valuable asset to get the job done in a timely manner.

My love for planning will provide passion for the role that will push me to succeed above other candidates.

I'm looking for a company that has an energetic atmosphere to work in and for a career to take me to the next level and for me to add a point of difference (and a laugh) your company.

TAM PARTIS

Sales & Marketing

CONTACT:

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Thank you,

TAMSIN-LEE PARTIS