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# Monique Spanjaard

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## → Personal Details

Phone: 0411 371 804

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Portfolio: [www.ayartee.com/portfolio.pdf](http://www.ayartee.com/portfolio.pdf)

## → Skills

- Adobe Photoshop CS3
- HTML (W3C standards compliant, accessible, semantic mark-up)
- Adobe Dreamweaver CS3 (used to hand code HTML and CSS)
- CSS (tableless design and cross browser compatibility)
- Adobe Illustrator
- Adobe Flash (animated headers/advertisements)
- Adobe ImageReady
- Silverpop Email Marketing Platform
- Google Analytics (used for creating detailed reports)
- Microsoft Office Suite (Excel, Word, Access, PowerPoint)

## → Competencies

- Ability to quickly become experienced with new design tools and multimedia software
- Excellent understanding of design principles and concepts
- Enjoys working and communicating as part of a team
- Produce high-quality work
- Expertise in Microsoft Office
- Great people and communication skills

## → Education

**Bachelor of Information Technology (Feb 2001- 2004)**

Charles Sturt University - (Bathurst, NSW)

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## → Employment History

### **Web Designer / Email Producer – Contract (Nov 2009 – May 2010)**

The Society of London Theatre – London

- Worked as part of the Publications team to maintain and upgrade **The Official London Theatre Guide** website ([www.officiallondontheatre.co.uk](http://www.officiallondontheatre.co.uk)) as well as the suite of websites also operated by The Society of London Theatre:  
[www.getintolondontheatre.co.uk](http://www.getintolondontheatre.co.uk), [www.tkts.co.uk](http://www.tkts.co.uk), [www.theatretokens.com](http://www.theatretokens.com),  
[www.theatrefix.co.uk](http://www.theatrefix.co.uk), [www.kidsweek.co.uk](http://www.kidsweek.co.uk) and [www.learnaboutlondontheatre.co.uk](http://www.learnaboutlondontheatre.co.uk)
- Responsible for building, testing and sending weekly e-newsletters, this included cross browser and email client testing.
- Maintained multiple mailing lists with over 100,000 subscribers.
- Liaised directly with theatre managers and marketers to ensure that copy and artwork for newsletters met outlined requirements and were delivered on time.
- Organised and updated newsletter booking sheets and ensured that advertising placements were filled for each newsletter.
- Helped launch the highly successful **Get into London Theatre** campaign ([www.getintolondontheatre.co.uk](http://www.getintolondontheatre.co.uk)), which was marketed through e-newsletters, banner advertisements as well as posters which were displayed at London Underground and Rail Stations.
- Worked as part of the team that streamed the **Laurence Olivier Awards** live to online audiences across the UK. Also responsible for marketing design work (e-newsletters, web and print advertising) leading up to the event.
- Created animated banners for a number of theatre campaigns which were run across The Society of London Theatre's suite of websites as well as affiliated theatre websites.
- Designed advertisements which appeared in the print version of The Official London Theatre Guide which is a fortnightly publication that has a nationwide (UK) circulation of 145,500.

### **Web Designer – Freelance (Jan 2009 – Oct 2009)**

Martech Social – London

- Responsible for the design of social networking interfaces using Adobe Photoshop CS3.
- Designed a well received social network for Mercedes Benz UK which allows their Smart car customers to interact with one another in a specialised social networking environment.

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## **Web Designer – Permanent (Mar 2004 – April 2008)**

bos web systems Pty. Ltd. – Dubbo, NSW

- Responsible for the design of web site layouts, brochures, email newsletter templates and application interfaces using Adobe Photoshop CS3 and Adobe Flash CS3
- Liaised with clients about design concepts and web site requirements
- Provided training to clients in various products (content management systems, email marketing system and various custom built applications)
- Implemented designs in HTML and CSS (hand coded) using Adobe Dreamweaver
- Assisted clients with over the phone and email support for their systems
- Responsible for creating and maintaining user documentation
- Design and entry of website content

### **→ Online Portfolio**

<http://www.ayartee.com/portfolio.pdf>

### **→ References**

#### **Duncan Sweetland**

Website Project Manager – *The Society of London Theatre*

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#### **Simon Larcey**

Director – *Martech Social*

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