

Andrew MacFarlane

résumé

32 Grove Street East
Little Grove WA 6330
08 9844 4752

Employment 2004- South Coast NRM Inc. Albany, WA

Communications / Information Management Officer

- Responsible for production, coordination and quality control of internal and external communications and marketing initiatives for the South Coast Natural Resource Management network.
- Within the communications and marketing section:
 - Author policy and procedural documents.
 - Participate in strategic planning teams.
 - Research and provide discussion papers and reports to the CEO, Senior Management Team and Executive Committee.
 - Manage projects and coordinate promotional campaigns.
 - Maintain compliance with regulatory and legislative requirements at local, state and national government levels.
 - Produce and maintain several websites in the South Coast NRM network.
 - Liaise with media outlets to facilitate promotion of network activities.

1996- GSTAFE Albany, Denmark & Mr Barker, WA

Casual Lecturer

- Lectured in Business and Creative Industries Portfolio in Graphic Design, IT and Multimedia.
 - Planned and delivered training and assessed student work in accordance with AQTF guidelines.
- Lectured for the TAFE Business Centre in Photoshop, DreamWeaver and Scanning.

1996- DesignPrintWeb Albany & Perth, WA

Director / Production Manager

- Established boutique design agency to provide quality promotions and design services in print, web and multimedia in the region.
 - Built a reputation for quality and service, resulting in 100% growth p.a. four years running.
- Serviced a range of industries including government, tourism, education, manufacturing, primary industry, mining, finance, health and retail.
- Set up and maintained state-of-the-art production facility for electronic publications, allowing in-house proofing, electronic transmission of artwork and greatly reduced production timelines.
 - Introduced Acrobat PDF (Portable Document Format) workflow into the production environment. This was leading-edge technology at the time and a first for the region.

2003-2004 Essential Communications Claremont, WA

Communications Officer

- General duties included liaising with clients, suppliers and media outlets, writing press releases, graphic design, building websites, typesetting & layout for print advertising and project management.
- Responsible for coordination of all web-related projects including sourcing sub-contractors appropriate to project requirements, dealing with clients, writing briefs and project management.
- Produced ongoing print advertising for clients including Opposite Lock 4WD Accessories, Lighting by Design and Claremont Re-travision.
- Submitted electronic artwork to local newspapers and national magazines using QuickCut.

**Employment
(contd)**

2001–2003 West Australian Newspapers Ltd Albany, WA

Group Sub Editor (Albany)

- Responsible for editing news stories to ensure accuracy, balance, grammar/spelling and compliance with newspaper style book.
- Duties include sub-editing news, typesetting and laying out news pages and archiving.
- Newspapers include Albany Advertiser, Weekend Extra, Great Southern Herald, York Chronicle, Northern Guardian, North-West Telegraph and Broome Advertiser.

1995–1996 Computer Television West Perth, WA

Video Script Writer – Training

- Designed, authored and produced video-based business software training modules for seven (7) Microsoft applications at beginner, intermediate and advanced levels.

1994 JMG Marketing / JET Visual Perth, WA

Layout Artist / Typesetter

- Worked on range of projects including Australia Post, StateWest Credit Society and Western Power.

1992 Central Districts Gazette Wongan Hills, WA

Sub-editor / Layout

- Edited news stories and took photographs for regional weekly newspaper.
- Responsible for all typesetting and layout for newspaper ranging 16 to 32 pages.
- Halved newspaper production time from four (4) to two (2) days.

1989-1991 Donnybrook-Bridgetown Mail Bridgetown, WA

Journalist / Photographer

- Researched, photographed and wrote news, sport and lifestyle stories for regional weekly newspaper.

Experience

Business & Marketing

- Launched new business in Denmark, then relocated to Albany as more clients were won in the area.
- Promoted and marketed the business successfully to a range of client groups.
- Built strong and successful brand identities for this business and many clients in its portfolio.
- Negotiated contracts with clients, prepared and won tenders for Government contracts.
- Wrote Workplace Agreements for, employed and coordinated staff over 3-year period.
- Administered business operations, produced business plans, budgets and cash flow forecasts.
- Authored and implemented operational systems, increased staff efficiency, productivity and skills.

Journalism

- Established good rapport and forged strategic alliances with community groups and key decision-makers in a broad range of areas.
- Researched and gathered news on politics, community development, business, health, education, law & order, emergency services, music, arts, events and lifestyle.

Multimedia

- Created effective and powerful multimedia presentations for government, industry and private enterprise, all of which have received great feedback.
- Designed, wrote, gathered resources and produced a three (3) hour presentation for the Albany Chamber of Commerce & Industry's 2000 Small Business Awards.

Digital Publishing

- Working alongside Graphic Designers and Artists, have produced huge portfolio of marketing collateral for use in promotions in print, on the web and on buildings.
- Able to identify opportunities to maximise effectiveness of marketing collateral through appropriate and strategically effective use of available media.

Lecturing

- Have delivered lectures in graphic design, project management, business development, information-technology and effective communication methods to a range of demographic groups including teenagers, seniors, business owners, professionals, public servants and community groups.

Computing

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|------------------------------------|--------------------|
| ▪ QuarkXPress (4.1) | Expert |
| ▪ Adobe InDesign (CS3) | Expert |
| ▪ Adobe PhotoShop (CS3) | Expert |
| ▪ Adobe Illustrator (CS3) | Above Intermediate |
| ▪ Adobe Acrobat (CS3) | Above Intermediate |
| ▪ PageSpeed | Intermediate |
| ▪ Adobe DreamWeaver (CS3) | Advanced |
| ▪ Macintosh (OS 8.6 - 10.x) | Expert |
| ▪ Windows NT/XP Administration | Above Beginner |
| ▪ Microsoft Office (97-2007) | Expert |
| ▪ Apple iLife (iMovie/iWeb/iPhoto) | Advanced |

Education

Secondary **1985–1986** **Guildford Grammar School** **Guildford, WA**

Graduated from Year 12 and qualified for university entry.

Post-Secondary **1987–1988** **Perth TAFE / WA Tourism Commission** **Perth, WA**

- Travel Industry Traineeship with the WA Tourist Centre.

1989-1991 **Rural Press** **Southwest, WA**

- Journalist Cadetship
 - Earned level of “B-grade Journalist” (*equivalent to current level of “Journalist Grade 4”*).

1995 **AMTC** **Perth, WA**

- Part-time units towards Certificate in Instructional Multimedia.

Tertiary **1991-1992** **Murdoch University** **Murdoch, WA**

- Bachelor of Arts (partial double-major); Communication Studies/PPS (Politics, Philosophy & Sociology).
- Units included:
 - Structure, Thought and Reality (Foundation Unit)
 - Politics
 - Philosophy
 - Sociology
 - Special Topics: Documentary Film
 - Advanced Radio Production
 - Australian Media Policy
 - Media Communication Strategy
 - Australian Media Consumer Patterns

- Objective** To maximise the value of every marketing dollar by producing excellent and innovative communication tools and promotional material.
- Interests**
- Digital design & publishing
 - Motorhomes / Buses
- Recreation**
- Reading
 - Swimming
 - Cycling
- Referees**
- Anthony Probert**
- Phone: 08 9842 3644 – Manager, Design Correlations.
- Nick Deathridge**
- Phone: 08 9433 3677 – Director, Essential Communications.
- Brendan Robb**
- Phone: 08 9892 8796 – Portfolio Director, TAFE Business and Creative Industries.