

# CHARLIE HENDERSON

RESUME & PORTFOLIO



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# 01 PROFILE

**CHARLIE HENDERSON  
HAS WORKED WITH  
AND MANAGED PROJECTS  
FOR SOME OF AUSTRALIA'S  
LEADING COMPANIES  
AND ORGANISATIONS  
IN A DIVERSE RANGE  
OF INDUSTRY SECTORS.**

## PROFILE

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### **Creative, Passionate, Efficient, Hard Working and Proactive.**

Charlie Henderson is equipped with more than 17 years experience across a wide range of industry sectors and has proven himself to be a passionate, and enthusiastic hard worker, focused on implementing simple, efficient, cost effective solutions and processes to increase productivity and maximise the return on investment.







# 02 SKILLS

**CLIENT SERVICE &  
RELATIONSHIP BUILDING**

**COOKING, CATERING  
& EVENT MANAGEMENT**

**PROJECT MANAGEMENT**

**BRAND POSITIONING  
& MANAGEMENT**

**DESIGN & PRODUCTION**

## SKILLS

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### **Client Service**

Energetic and able to engage with and form relationships with clients and share a synergy in the progress of work that encourages business growth.

Encourage good will with subcontractors through efficient liaison and process.

### **Cooking**

Qualified Chef with over 8 years experience cooking a wide range of culinary places. Restaurants, bars, cafe, function centres, entertainment venues, catering and festivals.

### **Event Management**

Experienced in running successful restaurants, café's and bars with a strong focus on functions, events and catering. Menu design, equipment hire, room preparation, audio and visual management, budgets, costings, sales forecasts and staff management.

### **Project Management**

Efficient work procedures / reporting & communications / forecasting / proposals / estimating / quality control / positive & effective team leader.

Able to quickly Identify and execute opportunities and areas where increased customer care, revenue and gross profit can be applied.

### **Design & Production**

Experienced in branding, corporate identity, print advertising, packaging, retail display signage, promotional materials, websites, catalogues.



# 03 TECHNICAL

**APPLE MACINTOSH  
COMPUTER SOFTWARE  
& HARDWARE SPECIALIST**

**AUDIO & VISUAL  
ENTERTAINMENT**

**IT NETWORKING  
DATA INTEGRATION  
MANAGEMENT**

**WEB DESIGN &  
DEVELOPMENT**

## TECHNICAL

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### Software & Hardware

Experienced in Microsoft Office and most job tracking/management and accounting software.

Skilled at producing diagrams and illustrations in most Adobe CS programs. Photography, Photo editing, presentation templates, design, web. Comfortable using Windows and very experienced with Apple Mac environments.

### Networking

Experienced in networking computers systems, printer environments and quality control, telephone and data networks, server and Internet installations and IT Upgrades, Maintenance and Integrations.

### Web Design & Management

Trained in UX, CMS, CRM Solution based approach to websites and online applications. Able to design/develop web pages, produce and manipulate digital images for the web, email and multimedia applications.

Manage server security and preventative maintenance. Employ networking principals and application.

### Writing

Comfortable and experienced writing in academic, business, technical and informal styles.

### Audio & Visual

DJ for over 8 years experience. DJ/MC and visual coordinator for 4 years.





# 04 EDUCATION

**EDUCATED AND TRAINED  
IN DESIGN, HOSPITALITY,  
MANAGEMENT AND  
TECHNOLOGY.**

## EDUCATION

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### **First Aid Course 1**

Aug 2009  
St Johns, Melbourne

### **Certificate IV in IT**

Oct - Dec 2008  
(Website Design) ICA41101 &  
(Website Administration) ICA41001,  
Oct - Dec 2008, CAE, Melbourne.

### **Responsible Service of Alcohol**

Mar 2005  
Swinburne University of Technology

### **Certificate 1-3 Cooking**

2001 – 1998  
William Angliss TAFE, Melbourne.

### **VCE Year 11 & 12**

1997 – 1996  
Caulfield Grammar School, Elsternwick  
St Michael's Grammar School, Windsor



# 05 EXPERIENCE

**EXPERIENCE WORKING  
WITH CLIENTS FROM  
A WIDE RANGE OF  
INDUSTRY SECTORS –  
CORPORATE, RETAIL,  
EDUCATION, FINANCE,  
ENERGY, GOVERNMENT,  
DESIGN, HOSPITALITY,  
SPORT & PROPERTY  
DEVELOPMENT.**

## EXPERIENCE

<b>Dates</b>	<b>Employer</b>	<b>Position</b>
<i>Jun 2010 – Jun 2005</i>	R-Co Brand Identity	Design & Technology Manager, Client Service, Account Executive, Business Services.
<i>Jun 2005 – Mar 2005</i>	Loco Cafe	Chef
<i>Mar 2005 – Nov 2002</i>	Showgirls Bar 20	Head DJ / MC
<i>Jun 2005 – Jun 2004</i>	The Palace	Head Chef / DJ
<i>Mar 2005 – Jan 2004</i>	Royal Melbourne Hotel	Chef / DJ
<i>Jul 2004 – Jan 2002</i>	Off the Cuff Catering	Sous Chef
<i>Jul 2005 – Jul 2003</i>	Loco Catering	Head Chef / Owner / Manager
<i>Nov 2002 – Dec 2000</i>	Life's a Party Catering	Sous Chef
<i>May 2002 – Nov 2000</i>	Il Pomodoro Restaurant	Chef
<i>July 2001 – Oct 2000</i>	Damm Fine Food	Chef
<i>Sept 2000 – Feb 2000</i>	Geoff Slattery's Restaurant	Chef
<i>Jan 2000 – Apr 1999</i>	Nuvolari Restaurant	Chef
<i>May 1999 – Mar 1999</i>	Relish Vietnamese Restaurant	Chef
<i>Dec 1998 – Aug 1998</i>	The Greville Bar	Chef
<i>Mar 1999 – Nov 1997</i>	Events Warehouse by BLAKES	Apprentice Chef
	BLAKES Restaurant	Apprentice Chef
<i>Nov 1997 – Jan 1997</i>	Vista Bar and Bistro	Cook
<i>Jan 1997 – Oct 1996</i>	Donovan's Restaurant	Cook / Waiter
<i>Apr 1997 – Mar 1996</i>	FHA Design	Designer (Work Experience)
<i>Oct 1996 – Jan 1996</i>	The Albert Park Deli	Waiter / Kitchen Hand
<i>Jul 1996 – Jul 1996</i>	SJB Architects	Architect (Work Experience)
<i>Aug 1995 – Feb 1995</i>	Coles Supermarket	Cashier
<i>Nov 1994 – Jan 1994</i>	The Barn Coffee Shop	Waiter / Kitchen Hand

# EXPERIENCE

JUN 2010 – JUN 2005

## R-CO BRAND IDENTITY

### Design & Technology Manager

### Client Service

### Account Executive

### Business Services

### Responsibilities

Engage with and form relationships with R-Co clients and share a synergy in the progress of work that encourages business growth.

Encourage good will with R-Co subcontractors through efficient liaison and process.

Scheduling of design and artwork requirements and management of process.

Understand and be able to articulate the R-Co usp's / values / vision, to clients, prospective clients and the marketplace.

Establish efficient work procedures – reporting & communications/day- to-day process proposals/ estimating – and develop a structure.

Assist in the development and design of client presentation as required.

Ensuring (in collaboration with designers) that all creative solutions meet /exceed client expectations as defined in the brief.

Assist management in the direction of increased customer care, revenue and gross profit.

Be up to date on current trends and influences. Identify opportunities to participate in seminars, conferences and to be aware of technological developments.

Be involved with all new business opportunities, proposals, meetings and clients.

Liaise with all suppliers, production specialists and partners.

Purchasing, ordering and organising of all supplies, office furniture and stationery equipment.

Set-up the whole office from plan to rollout and continued maintenance.

Archiving of samples, folders and files on-site and off-site.

Security Management and Surveillance.

General Maintenance of the building and liaising with the building builder and owner.

### Specific Technical Requirements

Ensure that computer support systems are maintained to a standard and our capabilities are world class.

SOE Image management, deployment and creation.

Software and hardware management of all computers.

Installation, Setup and Management of all telecommunications and data networking of Building Levels 2 and 3.

Printer calibration, management and technical support.

Purchasing and ordering all IT products.

Management of all servers, hosts, domains, emails and computer assets.

Archiving and Cataloguing all files.

Managing server back ups and file recovery emergencies.

Managing Internet and online systems. Printer tracking management.

7 day /24 hour technical support and maintenance.



## Achievements

*Obtained a MelbourneFC Sponsorship worth \$100k to promote the company and produce further leads worth approx. \$200k +*

*Project Manager, Designer and Client Service Manager for the development of the complete GeekIT brand and fashion accessory range and the GeekIT concept stores in Myer.*

*Travelled to China to complete the production of the 'Platinum' GeekIT fashion accessory range.*

*This was a special project that required dedicated management through the concept, design, production, in-store set-up and coordination process.*

*Reduced company expenditure through regular budget reviews, more efficient systems and processes, cost effective supplies, office equipment and IT solutions that saved money and time.*

*2007 - Reduced monthly SLA costs by around 50% (\$20K).*

*2008 - Reduced the supplier and Office Costs by 45% (\$35K).*

*2009 - Achieved positive supplier, sponsor and partner programs worth over \$100k*

## Salary

\$90,000.00 PA

## Clients

AGIdeas  
 AustralianSuper  
 BlueScope Steel  
 Brand Tasmania  
 Bunnings  
 DIA  
 DIIRD  
 Donovans  
 Eco Timber  
 Emu Creek  
 Equiset  
 ESSSuper  
 First Home Buyers Group  
 Foodworks  
 Guy Grossi  
 Lin Fox  
 Lustig & Moar  
 MCC / MCG  
 Melbourne FC  
 MECC  
 Mitre 10  
 Multitplex  
 Monash University  
 RMIT  
 Saxton Speakers  
 State of Design  
 Tennis Australia  
 Yarra Trams  
 and many more...

# EXPERIENCE

JUN 2010 – JUN 2005

## R-CO BRAND IDENTITY

### Design & Technology Manager

### Client Service

### Account Executive

### Business Services

### Responsibilities

Engage with and form relationships with R-Co clients and share a synergy in the progress of work that encourages business growth.

Encourage good will with R-Co subcontractors through efficient liaison and process.

Scheduling of design and artwork requirements and management of process.

Understand and be able to articulate the R-Co usp's / values / vision, to clients, prospective clients and the marketplace.

Establish efficient work procedures – reporting & communications/day- to-day process proposals/ estimating – and develop a structure.

Assist in the development and design of client presentation as required.

Ensuring (in collaboration with designers) that all creative solutions meet /exceed client expectations as defined in the brief.

Assist management in the direction of increased customer care, revenue and gross profit.

Be up to date on current trends and influences. Identify opportunities to participate in seminars, conferences and to be aware of technological developments.

Be involved with all new business opportunities, proposals, meetings and clients.

Liaise with all suppliers, production specialists and partners.

Purchasing, ordering and organising of all supplies, office furniture and stationery equipment.

Set-up the whole office from plan to rollout and continued maintenance.

Archiving of samples, folders and files on-site and off-site.

Security Management and Surveillance.

General Maintenance of the building and liaising with the building builder and owner.

### Specific Technical Requirements

Ensure that computer support systems are maintained to a standard and our capabilities are world class.

SOE Image management, deployment and creation.

Software and hardware management of all computers.

Installation, Setup and Management of all telecommunications and data networking of Building Levels 2 and 3.

Printer calibration, management and technical support.

Purchasing and ordering all IT products.

Management of all servers, hosts, domains, emails and computer assets.

Archiving and Cataloguing all files.

Managing server back ups and file recovery emergencies.

Managing Internet and online systems. Printer tracking management.

7 day /24 hour technical support and maintenance.

JAN 2002 – JUL 2004

## OFF THE CUFF CATERING

### Sous Chef

Complete management of food preparation, cooking, service and management of kitchen and functions.

Coordinated with front-of-house staff.

Checked and maintained stock levels.

Functions ranged from approx. 100 – 1000 guests.

JUL 2005 – JUL 2003

## LOCO CATERING

### Head Chef / Owner / Manager

Event planning, sales, promotions and new business.

Food preparation, distribution and management of functions.

Head chef and in control of menu planning, budgets and wine selection.

Managed food preparation, purchasing processes and sales.

Coordinated with front-of-house staff.

Checked and maintained stock levels.

Front of house setup, entertainment and customer relations.

Driver and equipment hire, setup and delivery.

Functions ranged from approx. 100 – 300 guests.

Nov 2002 – Dec 2000

## LIFE'S A PARTY CATERING

### Sous Chef

Food preparation and management of functions.

Food Distribution and co-ordination for events.

Event planning, sales, promotions and new business.

Food preparation and management of functions.

Managed food preparation processes.

Coordinated with front-of-house staff, runners and base kitchens.

Checked and maintained stock levels.

Driver and Equipment setup and delivery.

Functions ranged from approx.

100 – 30,000 guests.

*Events include – Melbourne Cup Carnival (92 Marques – 16,000+ people), Australian Grand Prix (1,000 – 5,000 people), and Visy Xmas Party (15,000 staff/suppliers Sat – 8,000 staff/families Sun).*

## EXPERIENCE

MAY 2002 – NOV 2000

### IL POMODORO RESTAURANT

#### Chef

Food preparation and service for Pans and Larder Sections.

JULY 2001 – OCT 2000

### DAMM FINE FOOD

#### Chef

Food preparation and service for large functions.

Moulin Rouge Premier (Approx. 3,000+ guests)

Mini Cooper Launch – BMW Showroom  
(Approx. 2500+ guests)

Tropfest Melbourne – Spin Event (1,500+ guests)

The Worlds Longest Lunch (1,000+ guests)

*Voted the best ever!... By the Melbourne Food  
& Wine Fest Director.*

SEPT 2000 – FEB 2000

### GEOFF SLATTERY'S RESTAURANT

#### Chef

Operation of pans and larder section in kitchen.

Daily larder and dessert specials.

*The Age Epicure rated my dessert special  
as a 'work of genius'*

JAN 2000 – APR 1999

### NUVOLARI RESTAURANT

#### Chef

Operation of pans and larder section in kitchen  
and dessert specials.

MAY 1999 – MAR 1999

### RELISH VIETNAMESE RESTAURANT

#### Chef

Operation of pans and larder section in kitchen.

DEC 1998 – AUG 1998

### THE GREVILLE BAR

#### Chef

Part-time larder chef for service.

MAR 1999 – NOV 1997

### EVENTS WAREHOUSE, BLAKES RESTAURANT, STELLA & STELLA AT HEIDE

#### Apprentice Chef

Operation of larder and canapé section in kitchen.

*Stella was consistently awarded 3 chefs hats in  
The Age Good Food Guide, Blakes held 2 chefs  
hats for 7 years.*

NOV 1997 – JAN 1997

## VISTA BAR & BISTRO

### Cook

Food preparation and service

Dishwashing and cleaning

Garden Maintenance.

JAN 1997 – OCT 1996

## DONOVAN'S RESTAURANT

### Cook / Waiter

Food preparation and beverage service.

APR 1997 – MAR 1996

## FHA DESIGN

### Designer (Work Experience)

Office and design assistance.

OCT 1996 – JAN 1996

## ALBERT PARK DELI

### Waiter / Kitchen Hand

Waiting and washing dishes.

JUL 1996 – JUL 1996

## SJB ARCHITECTS

### Architect (Work Experience)

Architecture basics and archive duties.

AUG 1995 – FEB 1995

## COLES SUPERMARKET

### Cashier

Cashiering and Managing Stock.

NOV 1994 – JAN 1994

## THE BARN

### Waiter / Kitchen Hand

Waiting, coffee making and dishwashing.



# 06 PORTFOLIO

**THE FOLLOWING  
PORTFOLIO OF WORKS  
ARE INDICATIVE ONLY  
AND HAVE BEEN TAKEN  
FROM WORKS THAT I  
HAVE PROJECT MANAGED  
OR ASSISTED IN THE  
VARIOUS DELIVERABLES  
DURING EMPLOYMENT  
AT R-CO BRAND IDENTITY.**





## AUSTRALIANSUPER

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**FINSIA**

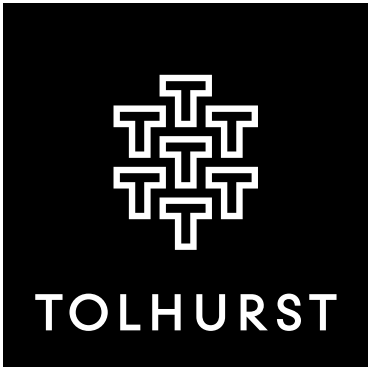
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PORTFOLIO

TOLHURST

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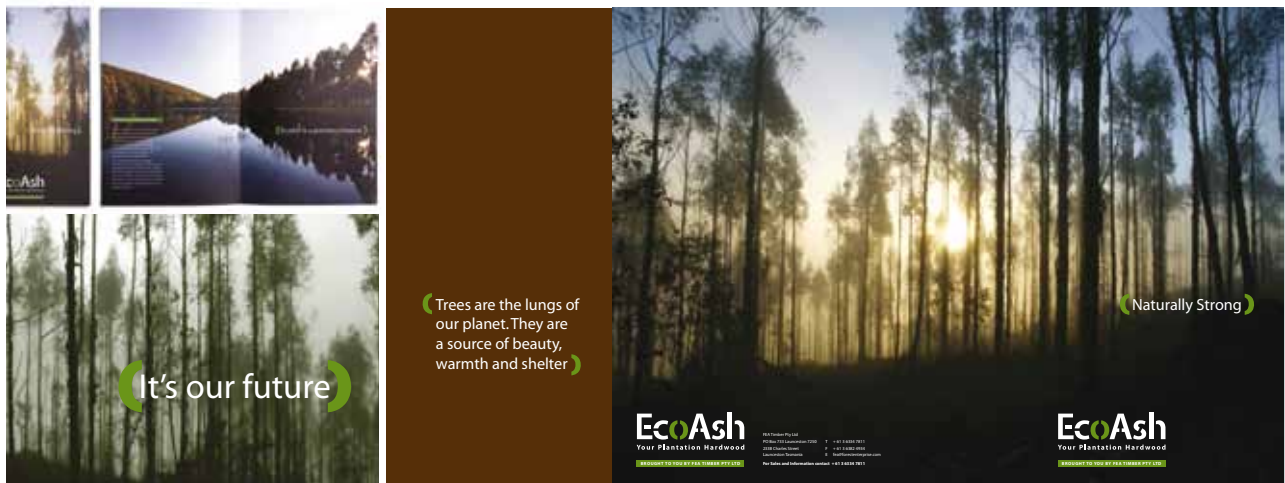


## ECOASH

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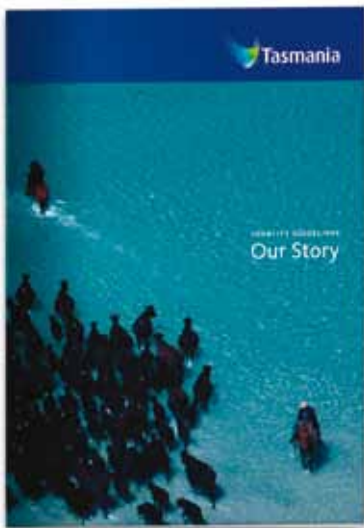
# EcoAsh

Your Plantation Hardwood



## BRAND TASMANIA

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## DESIGN VICTORIA



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## STATE OF DESIGN FESTIVAL 2008

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Victoria's  
Design  
Festival

**STATE**of**DESIGN**





## STATE OF DESIGN FESTIVAL 2009

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YARRA TRAMS



## 52 COLLINS

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LUCIENT APARTMENTS



## TWENTY8 FRESHWATER PLACE

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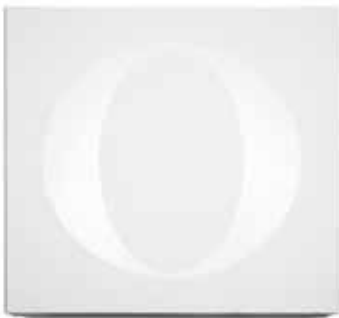
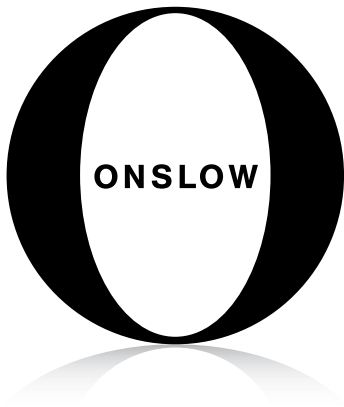
# TWENTY8

FRESHWATER PLACE



ONLSOW

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## BUNDERRA

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# PORTFOLIO

## PENTRIDGE

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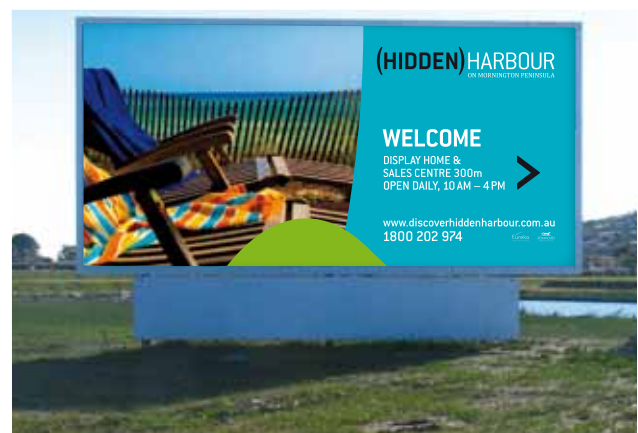
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## HIDDEN HARBOUR

# (HIDDEN) HARBOUR

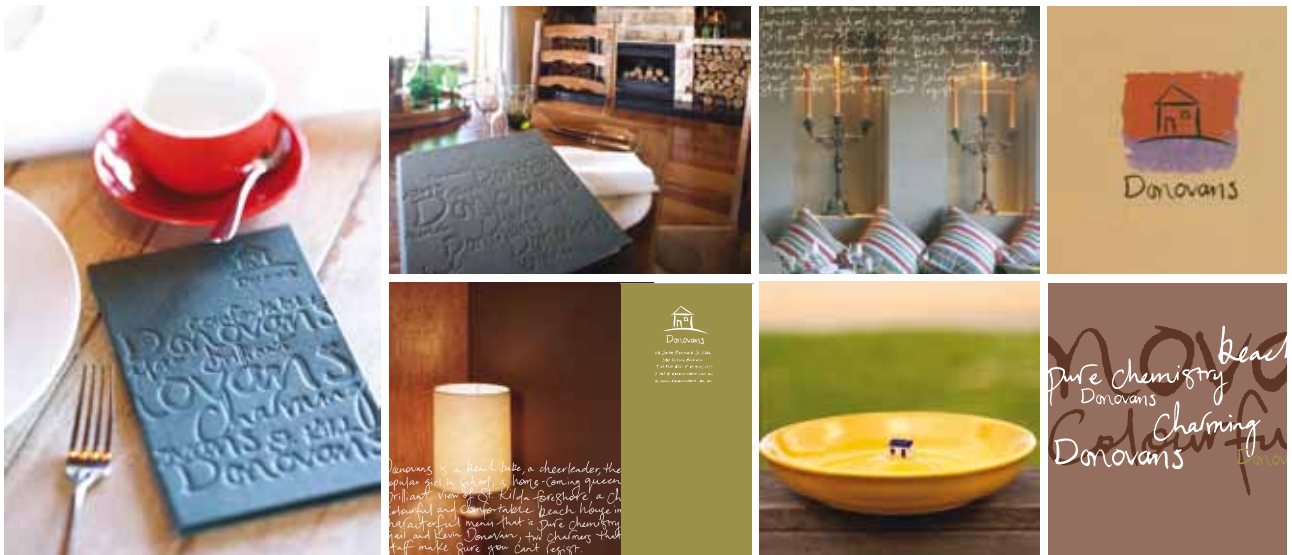
ON MORNINGTON PENINSULA



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## PORTFOLIO

# DONOVANS

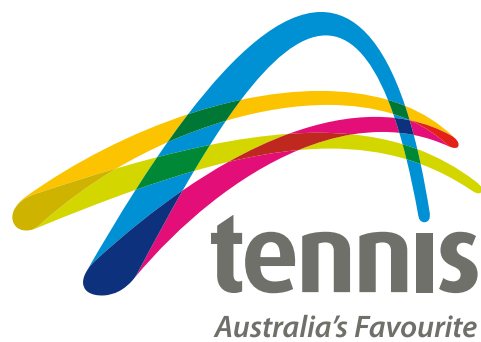


## MELBOURNE CONVENTION & EXHIBITION CENTRE

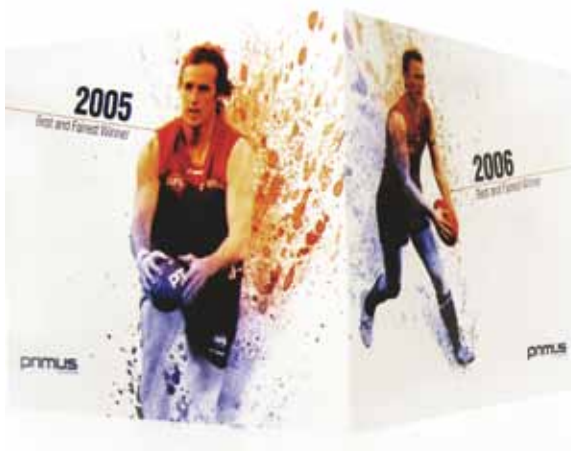


## TENNIS AUSTRALIA

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## MELBOURNE FOOTBALL CLUB





# 07 CONTACT

**CHARLIE'S COMMITMENT  
TO R-Co WAS EXCELLENT  
& HIS UNDERSTANDING  
OF WHAT R-Co NEEDED  
& HOW TO ACHIEVE IT WAS  
VERY COMPREHENSIVE.**

*R-Co REFERENCE, 12 JULY 2010*



## REFERENCES

---

The people listed here are quite willing to be contacted and written references are able to be sent upon request.

Travis Bockman  
Sales Manager / Auctioneer, Century 21  
T 0402 988 434

Prue McLaughlin  
Estate Agent, Ray White  
T 0417 389 006

Sharon Goyen  
Finance Manager, R-Co Brand Identity  
T 0409 045 642

Lynton Studham  
Print Specialist, LGL Trading Pty Ltd  
T 0409 045 642

## CONTACT

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