

BELINDA FORMBY

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PROFESSIONAL CAREER

Gold Coast 2018 Commonwealth Games

Marketing &
Creative Specialist
Arts and Culture
Jun 2017 – Apr 2018

Art direction of Festival 2018 marketing materials and content to attract global audiences, along with facilitating brand management for a state wide festival.

Art Direction
Content Producer
Brand Management
Stakeholder Engagement
Program Guide
Press and Digital Advertising

Publications &
Creative Specialist
Feb 2016 – Jun 2017

Managed the strategy and output of the publications program to ensure creative needs were met on time and on budget for GC2018.

Strategy
Project Management
Publication Design
Event Design
Brochure Design
Social Media Collateral
Press and Digital Advertising

Beyond Home Entertainment

Design Services Manager
Mar 2013 – Dec 2015

Collaborating with business leaders to produce home entertainment packaging and marketing materials to suit, that delivered industry results. Directing both the art and product departments. Brands worked with: The Discovery Channel, History Channel, NRL, AFL, Marvel and Hasbro.

Project Management
Studio Management
Time and Cost Budgets
Social Media Collateral
Packaging
Point of Sale

BBC Worldwide

Design Executive
Nov 2010 – Nov 2012

Facilitating event design, sales collateral and advertising, from brief to end product. Global Brands worked with: Doctor Who, Top Gear, Dancing With The Stars and BBC Earth.

Event Design
Brochure Design
User Interface Design
Social Media Collateral
Press Advertising

All Interactive Distribution

Studio Manager
Jan 2010 – Jun 2010

A newly established role, creating systems and more effective communication workflows bringing the design standards of the department to a higher level. Brands worked with: Nintendo, Sega and EA Sports.

Studio Management
Time and Cost Budgets
Packaging
Point of Sale
Press Advertising
Publication Design

Magna Home Entertainment

(Beyond Home Entertainment)

Graphic Design
Mar 2009 – Jan 2010

Developed product packaging and marketing materials to suit. Worked with international printers. Brands worked with: The Discovery Channel, Hasbro, Fraggle Rock, Roary the Racing Car.

Packaging
Point of Sale
Press Advertising
Catalogue Design

Smart Sands Walters

Graphic Design
June 2007 – Dec 2008

Press and outdoor advertising, brochures and front-end web design. Brands worked with: Mantra Resorts, Accor Hotels, Gold Coast City Council, Gold Coast Business Awards and Schoolies.com.

Press and Outdoor Advertising
Branding
User Interface Design
Account Management

The Gold Coast Bulletin

(News Corp Australia)

Graphic Design & Pre Press
May 2004 – Jun 2007

Press advertising, editorial layouts and photo enhancement for advertising features. Quality control of all supplied material and completed artwork.

Pre-Press Control
Advertising Design
Editorial Design
Cover Design

I am a conceptual thinker with a keen business sense. Formulating innovative concepts that support the brand, product or web development goals. With over 14 years experience in online and offline design, my skills are corporate design, publications, UI design and advertising.

QUALIFICATIONS

Central Saint Martins
2011
Flash Websites

University of The Sunshine Coast
2003
BA Design & Marketing

Moreton Institute of TAFE
1999
Diploma of Multimedia

ADDITIONAL INFO

Fully Mac and PC literate, advanced proficiency with Adobe CS package (InDesign, Illustrator, Photoshop) along with a moderate knowledge of coding.

REFERENCES

Available on request.