TIPHANIE COSTEUR

DESIGN, WEB DEV & MARKETING SPECIALIST

Australian Citizen

+61 413 607 740 - t.costeur@gmail.com - Brighton, QLD

PERSONAL PROFILE

The perfect role for me would involve leveraging my skills in Web development, Design and Marketing. However, I am also open to considering a more specialised position, depending on the opportunity and the flexibility it offers, as these factors hold great importance to me. I have a successful track record of working remotely for the past 4 years, adeptly collaborating with diverse teams, making remote or hybrid work environments particularly appealing. I am also open to part-time (2 or 3 days per week) and contract roles.

SKILLS & INTERESTS

I am experienced with the following:
HTML, CSS, SASS, JS, Bootstrap
WordPress, Shopify, Squarespace, Webflow, Wix
Photoshop, Indesign, Illustrator, Figma, Canva
Mailchimp, Hubspot, GIT, Jira, Semrush, Zapier
On and off page SEO, Technical SEO
Google Tools (Analytics, Console, Ads, GMB)
Linkedin Campaign Manager , Meta

In my spare time, I like:
climbing, running, doing yoga, being with my family

REFERENCE

Ben Young, Sales and Marketing Manager at Spectur
Reference letter available on request
beny@spectur.com.au

Mike Hall, WEB DEVELOPER AT PROCLOUD CREATIVE
Reference letter available on request
mike@procloud.com.au

ACADEMIC BACKGROUND

Diploma of Leadership and Management
ILSC BRISBANE, 2017 - 2019

Diploma of Software Development
CTI BRISBANE, 2016 - 2017

Master of Digital Communication
ECS BRUSSELS, 2013 - 2014

LANGUAGES

French: Native
English: Bilingual
Spanish: Moderate

WORK EXPERIENCE

Marketing Coordinator

SPECTUR | OCT 2023 - DEC 2024

Spectur is a provider of solar-powered camera systems, specialising in security and surveillance solutions for various industries.

KEY ACHIEVEMENTS
- Refreshed Spectur's branding, creating a more modern and cohesive design across all marketing materials.
- Oversaw and contributed to the successful launch of a new company website, enhancing user experience and boosting engagement.
- Spearheaded successful marketing campaigns, resulting in an increase in lead generation and client engagement.

RESPONSIBILITIES
- Coordinate and execute multi-channel marketing campaigns, including digital advertising, email marketing, and social media.
- Manage the design and distribution of marketing materials to ensure brand consistency.
- Analyzse campaign performance metrics to refine strategies and maximize ROI.

Head of Dev and Design

DXP | JULY 2022 - OCT 2023

DXP Marketing, a division of Corematic Engineering, was born out of admiration for Corematic's branding and visual appeal by its clients. We seize this opportunity to assist predominantly tech industry clients in elevating their brand image and enhancing their global marketing strategies.

KEY ACHIEVEMENTS
- Successfully attracted new clients through visually appealing designs.
- Expanded the team from 1 to 3 members within a year.

RESPONSIBILITIES
- Lead and manage a team of 3 individuals.
- Ensure customer satisfaction by promptly addressing their design and marketing needs.

Marketing & Design Manager

COREMATIC ENGINEERING | MARCH 2022 - OCT 2023

UI/UX Designer & Developer

COREMATIC ENGINEERING | NOV 2020 - MAR 2022

COREMATIC provides engineering support and technology systems to businesses that want to keep full IP control through tailored solutions in robotics, AI, and machine learning.

KEY ACHIEVEMENTS
- Developed marketing strategies to grow Corematic's national and international presence.
- Designed and built the corematic.com.au website from scratch using hard codes only.
- Employed Figma to create innovative interfaces and website wireframes and mockups.
- Implemented UX/UI best practices in engineering tools to enhance usability across industries such as agriculture, warehouse settings, and biopharmaceuticals.
- Crafted modern and innovative graphic identities for Corematic and its brands.

RESPONSIBILITIES
- Sketch and design HMI based on engineers' specifications for engineering projects.
- Enhance the branding of Corematic and its affiliated brands.
- Develop strategies and tactics to boost Corematic's reputation and drive qualified traffic to its online channels.
- Oversee and approve marketing materials, including website banners, hard-copy brochures, and case studies.

Freelance UI, Web & Graphic Designer

APRIL 2020 - NOV 2020