

**K**

**KELLY  
MORELL**





## MORE QUALIFICATIONS

- 2013** **Currently Completing Advanced Diploma in Visual Communication (Full Time)**  
Design College Australia Fortitude Valley
- 2012** **Certificate I in Information, Digital Media and Information Technology**  
Metropolitan South Institute of TAFE
- 2010** **Certificate III in Business Administration**  
The Bremer Institute of TAFE
- 2007** **Certificate IV in Graphic Design**  
Southbank Institute of Technology
- 2006** **Queensland Certificate of Education – Year 12**  
Parkridge State High School

## OTHER QUALIFICATIONS

- 2012** **Youth Mental Health First Aid**  
Queensland Police-Citizens Youth Welfare Association (PCYC QLD)
- 2012** **Responsible Service of Alcohol**  
Eclipse Vale Pty Ltd
- 2011** **Blue Card**  
Commission for Children and Young People and Child Guardian
- 2010** **Prepare and Serve Espresso Coffee**  
The Coffee School Brisbane
- 2010** **Food Handling Certificate**  
Spotless Services

## MORE EMPLOYMENT HISTORY

**2013 – Present** **Office Manager/Marketing and Advertising**  
Streets Photographics Pty Ltd

Duties Include:

- Designing templates for clients to use such as photo composites, student ID cards, sports team photo borders etc.
- Preparing marketing material for social media, website and electronic direct mail
- Photoshopping images
- Colour correcting images and colour management
- Maintaining printer operation standards (paper calibration etc.)
- Performing data entry and accounting.

**2011 – 2013** **Promotion, Fundraising and Event Management Administration Officer**  
Queensland Police-Citizens Youth Welfare Association (PCYC QLD)

Duties include:

- Performing data base setup, data entry, mail merge and database management tasks
- Providing administrative support to the marketing, communications and fundraising team
- Organising meetings (Outlook)
- Coordinating events and activities involving varying levels of contacts
- Maintaining activity calendar with upcoming events across Queensland
- Assisting with event management
- Participating and representing the organisation at events/functions



## OTHER EMPLOYMENT

- 2010 - 2013 Bar Attendant**  
Xmac Promotions
- 2010 - 2011 Office Manager**  
AAA Pty Ltd
- 2010 - 2011 Food and Beverage Catering**  
Spotless Services
- 2009 - 2011 Office Assistant and Bar Attendant**  
The Island Party Boat
- 2008 - 2009 Hospitality and Retail Assistant**  
Australia Zoo
- 2008 Bistro Waitress**  
Logan Village Hotel
- 2008 Sales Representative**  
Integral Energy
- 2004 - 2008 Hospitality and Customer Service**  
McDonalds Restaurant

## MORE KEY SKILLS

- Excellent Customer Service
- Strong Attention to Detail
- Proficient with MYOB, XERO, Microsoft Excel, Word and Powerpoint
- Proficient with Adobe Indesign, Illustrator, Photoshop and Dreamwaever CC
- Competent with Lightroom, Premiere, Edge Animate and FontLab
- Competent with EDM sites: Constant Contact, Mail Chimp and Campaign Monitor

## MORE REFEREES

**Doug Raisin - Current Employer**  
Streets Imaging  
M: 0402 910 149

**Kerry Allingham - Events Manager**  
Police-Citizens Youth Club QLD State Office  
M: 0418 988 832

**Dr Steven Fletcher - Owner**  
The Island Party Boat  
M: 0402 179 719

**Michelle Walker - 2IC**  
Australia Zoo  
M: 0414 792 334

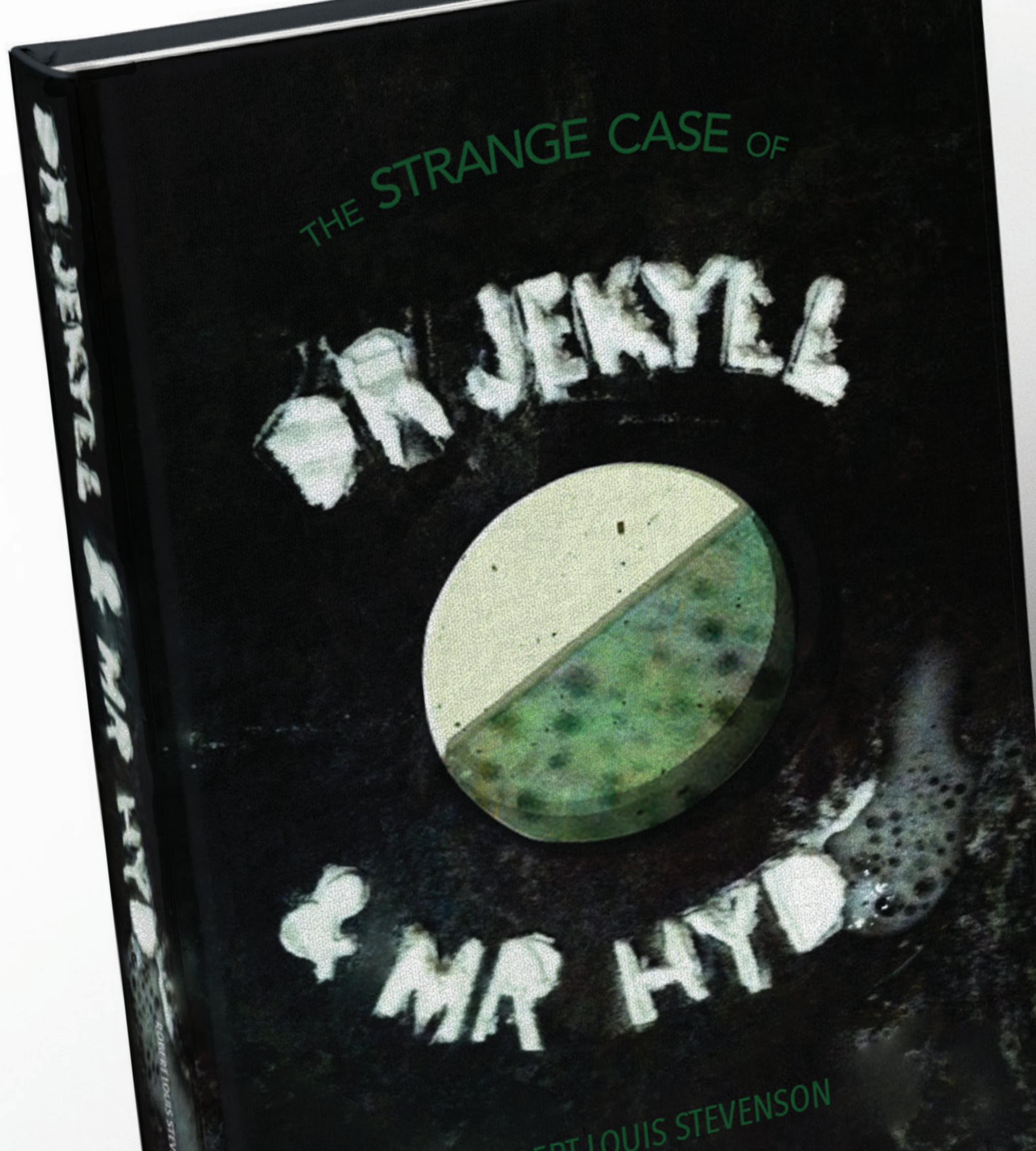




## Dust Cover Design

A re-release of the book *The Strange case of Dr Jekyll and Mr Hyde* by Robert Louis Stevenson, introducing classic horror novels to a new audience.

I have approached this brief by steering away from the cliché designs of the past and making it more contemporary by making a pill the main focus on the cover as a connection with the effects of the drugs featured in the story.





## Album Cover

Relaunching digitally remastered versions of some of the most influential music of the 20th century. Appealing to the die-hard fans as well as the new generations who may not have had access to the music of the era.

The example shown is for the 60's psychedelic compilation album and pays homage to the era with a contemporary twist.



EMI

1. The Beatles - Strawberry Fields Forever
2. Jefferson Airplane - White Rabbit
3. Yardbirds - Happenings Ten Years Time Ago
4. Simon & Garfunkel - Patterns
5. The Monkees - Daily Nightly
6. The 13th Floor Elevators - Roller Coaster
7. The Velvet Underground - European Sun
8. Jimi Hendrix - Are Your Experienced?
9. The Byrds - Eight Miles High
10. Bob Dylan - Rainy Day Women #12 & 35
11. Frank Zappa - The Return Of The Son Of Monster Magnet
12. Pink Floyd - Set The Controls For The Heart Of The Sun
13. The Mamas and the Papas - California Dreaming
14. The Doors - Strange Days

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classic  
60's  
PSYCHEDELIC  
ROCK





## Packaging

Design of label and packaging for a new prestige saké product infused with black tea, targeted towards the professional demographic. Black Moon is predominantly a male product sold alongside its sister product, White Snake, which is predominately a female product.

Black Moon has a strong angular shaped box along with a strong angular shaped bottle as appealing characteristics to the male demographic.







**KELLY  
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