

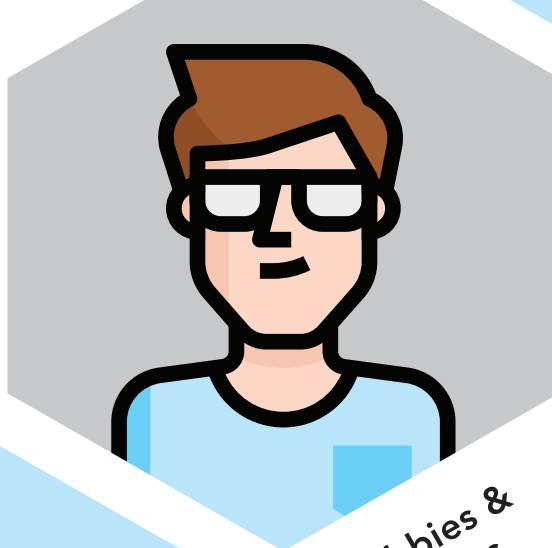
# BENJAMIN STEGGALL

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 benjaminsteggall



## About Me

My passion for design & marketing started in High School while studying Media and Drama. Since then I have been lucky enough to work with well known local and national companies across a range of formats to produce high quality pieces. My current role has allowed me to refine my marketing and management skills while providing a valuable service to the community. I am currently looking for a new role which allows me the opportunity to grow and be challenged, while helping the business and team I work within flourish.

## Hobbies & Interests



Theme Parks



Design, Advertising & Media



Fitness



Cooking



Travel

## Education

University of South Australia  
2012 - 2014






Bachelor of Design - Visual Communication  
Majoring in Graphic Design  
Grade Point Average of 5.

Urrbrae Agricultural High School  
2007 - 2011

Tertiary Entrance Score of 93.6

## Technical Skills

### Adobe Creative Suite

	InDesign
	Illustrator
	Photoshop
	Premiere Pro
	Dreamweaver

### Digital Marketing



### Web & HTML



### Other Programs



### Operating Systems



## Personal Skills

- Deals with conflict well
- Fits in easily
- Good communicator
- Good sense of humour
- Good under pressure
- Mature
- Problem-solver
- Quick thinker
- Reliable
- Strong leadership & teamwork skills
- Willing and quick learner
- Works well collaboratively and autonomously

## Work Experience

2011	New Zealand Herald
2007 - 13	Credit Union Christmas Pageant*
2006 - 13	Adelaide Hatters
2009	State Theatre Company

References  
available on  
request

\*Renamed in 2019

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## The Early Years

2014 - 2017

**Boost Juice  
Harbourtown**  
Team Leader

2010 - 2014

**Gloria Jean's  
Coffees Glenelg**  
Store Manager

2008 - 2010

**McDonald's  
Glenelg**  
Crew Trainer

## Qualifications

**Bachelor of Design**  
Grade Point Average of 5

**Excelling in Exhibitions -  
Social Media & Risk Management**  
TAFE NSW

**Certificate II & III in Retail**  
2009, 2010

## Other Achievements

**Staff Member of the Year**  
2012, 2013

**Crew Member of the Quarter**  
2009, 2010

**ADF Long Tan Leadership &  
Teamwork Award**  
2009, 2010

**Mortlock Scholarship Recipient**  
2007, 2008, 2009, 2011

## Employment History

**Nov 2020 - Present** **Adelaide Cemeteries**  
**Brand & Communication Manager**

Responsibilities:

- Budget Management & Campaign Planning for Marketing Areas
- Plan, Implement & Report on all Marketing Campaigns
- Manage & Grow Social Media presence across the company
- Plan & Execute all Adelaide Cemeteries Events
- Project Management including rebrand and website launch
- Management of Sponsorship Opportunities and Deliverables
- Manage Adelaide Cemeteries' brand hub and style guides.
- Copywrite radio, tv scripts & print and liaise with media stakeholders
- Provide Reports to Management & Board on Marketing Activities
- Manage Marketing, PR & Promotions for Adelaide Cemeteries Events
- Manage external vendors, suppliers, contractors and interns
- Management of Adelaide Cemetery Tours Staff & Scheduling
- Management of VIPs & Dignitaries at events
- Create high quality digital content from concept to execution
- Design, Maintain & Update Signage across all cemeteries
- Speech Writing & Presentation Preparation

**Feb 2017 - Nov 2020** **Royal Agricultural &  
Horticultural Society of SA**

**Design & Brand Manager**

Responsibilities:

- Manage 30+ RA&HS brands including the Royal Adelaide Show, Adelaide Showground, Royal Adelaide Wine Show & RABCA
- Manage Marketing Staff, Contractors & Interns
- Lead the design, layout and production for Royal Adelaide Show marketing collateral including the Show Map, Media Guide and Show Magazine within strict budgets
- Create and implement branding for new brands including NightShift, Royal Australian Spirit Awards and Show Society Foundation.
- Rebrand & evolve existing properties such as the Royal Adelaide Show
- Design and build new websites for Adelaide Showground, Royal Adelaide Wine Show, Showground Caravan Park and Royal Adelaide Show using user experience and SEO principles
- Create functional campaign assets for use across print and digital mediums, including flyers, social media graphics and presentations.
- Design and produce sales collateral including personalised proposals and campaign assets for sponsors and prospective clients
- Launch, manage and grow EDM campaigns across four key brands
- Design, produce and install signage for the Adelaide Showground and Royal Adelaide Show
- Create copy and visual graphics for social media

**Feb 2016 - Feb 2017** **BuyDirectOnline.com.au**  
**Graphic Designer / Online Marketing**

Responsibilities

- Design advertisements for print and digital mediums
- Design and update e-commerce website including product descriptions and imagery
- Manage online channels including Ebay, Zendesk and Opencart
- Create and manage marketing and communications campaigns
- Create and manage content for Social Media
- Design, build & launch a new e-commerce site
- Plan, implement and oversee marketing and sales campaigns

**2014 - Present**  
**Scream Creative**  
**Freelance Designer**

**2011 - Present**  
**Benjamin Steggall Creative**  
**Director**