



Hi, I'm Jye Sheavils.
I have hands-on experience
with almost any marketing
task you can think off - please
explore here or see much
more detail on my website,
Jyesheavils.com

MARKETING SKILLS:

- Copywriting
- SMS/eDMs
- Social Media Management
- Paid Social Advertising
- Invoice/Budget Management
- Merch Design/Ordering
- OOH Ad Design/Placements
- Graphic Design
- Video Editing
- Photography/Videography
- Managed Local Marketing Support for 200+ Store Locations

DESIGN SKILLS:

-  In-Design
-  Photoshop
-  Premier Pro
-  After Effects
-  Lightroom Classic
-  Acrobat Pro
-  Microsoft Office

MARKETING & Creative Advertising



Jyesheavils.com

Jyesheavils@gmail.com

0434 842 873



WORK EXPERIENCE - MY JOB HISTORY

Local Area Marketing Coordinator - Tradelink - 2023 - 2025

Managing All National Tradelink Social Media Accounts ~40,000 total followers

Completed and presented monthly social media account reporting on relevant stats

Conducted paid social media advertising for pages and local store locations

Local Marketing Support for 200+ Stores Nationally - Sole point of contact responsible for conversing over and completing any non-national marketing related requests they may have

Local Social Media Accounts Management - Set up local individual store Facebook & Instagram accounts for 150+ stores

Graphic Design for Individual Stores - Completed essentially all non-national graphic design work

Website Management - Managed multiple updates on Tradelink.com.au & all Google listings updates

Sole person responsible for all updates to company Intranet website

Managed Sharepoint online file repository - for sharing marketing files with network

Manage Marketing Department Shared Email Inbox

Experienced with sending mass SMS & eDMs as well as organising / uploading customer databases - using platform Dot Digital

Worked with external advertising & production agencies, plus individual contractors

Attended work related events

Marketing Team Assistant - Tradelink - 2021 - 2023

In this role - I completed many of the responsibilities outlined above that would continue in my later role as Local Area Marketing Coordinator, some of the other responsibilities I had as Marketing Assistant were:

Processed all marketing related P.O.s and Invoices - including tracking yearly Marketing budget and invoice expenses

Collated and sent weekly all company newsletter email & PDF version

• During this time, I re-designed it to have a cleaner, more stylish design, organising content by relevance to in-store staff

Collated & wrote monthly long-form journalistic feel-good articles about Tradelink for the newsletter of our parent company Fletcher Building

Filmed, edited and uploaded Tradelink CEO Message to Staff

Wrote blog content, and other guide content, for Tradelink.com.au

Sole person responsible for all updates to company Intranet website - the primary resource for accessing essential company documentation

• Re-designed company Intranet removing old info, updating design and creating more user friendly navigation

Created internal company websites - Created "Builders Central" using Microsoft Sharepoint, an internal website with assets and information relevant to Tradelink Sales Department

• Completed all graphic design, webpage creation and file organisation

Assisted with creation of branded merchandise items - including limited run company merchandise for specific events

R E F E R E N C E S

Renee North, Tradelink Head of Marketing (2021 - 2025), M: 0488 553 666

Lucy Trewin, Tradelink Marketing Manager (2013 - Now), M: 0431 469 465, E: Lucy.Trewin@Tradelink.com.au



EDUCATION - MY QUALIFICATIONS

Bachelor of Communications, University of the Sunshine Coast (2016-2018)

• Graduated in 2018, with a GPA of 5.17 • Undergraduate degree double majoring in Marketing and Creative Advertising.

Bachelor of Communications (Hons.), University of the Sunshine Coast (2019)

• Postgraduate degree specialising in Creative Advertising

• Completed my thesis research project titled "Australian Facebook Advertising: How Creative Strategy Impacts User Engagement with Fast Food Brands".

• I successfully completed my honour's degree with a distinction grade of 78, achieving Honours Class 2 Division A