

Francesca Funari

27 Slim St. 3200, Hamilton
029 0203 4374
franfunari@gmail.com
www.francescafunari.com

OBJECTIVE

Currently looking for full-time role as Graphic Designer and/or Marketing Specialist.

PERSONAL STATEMENT

Driven and passionate professional, dedicated to continuous learning and personal growth. Described by past employers as resourceful, adaptable, and reliable, with a proven ability to thrive in dynamic environments. Experienced in marketing, advertising, and graphic design, with a strong record of accomplishment in delivering creative and impactful solutions.

TECHNICAL SKILLS

- **Graphic Design** Photoshop, Illustrator, InDesign.
- **Digital Design** HTML, CSS, WordPress, Unbounce, UI/UX Design principles.
- **Marketing skills** SEM, SEO, PPC, Google Ads, Keywords, adv. research, analytics, email campaigns, MailChimp, automations.
- **Social media** marketing platforms, post creation, image and video editing, customer engagement, advertising, collaboration, brand awareness, social media toolkit (i.e. Hotsuite, Later, Buffer).

PERSONAL SKILLS

Management

- **Office Manager:** Three years of successful experience managing operations at an education and travel service provider in Sydney, Australia.
- **Assistant Manager:** Two years of experience supporting managerial activities at a private school in Italy.
- Skilled in building and maintaining strong relationships with customers and partners.
- Experienced in project management, including social media marketing campaigns, content creation, and editing.
- Proficient in hiring, training, and supervising staff to achieve organizational goals.
- Planned staff rosters and ensured efficient team coordination.
- Motivated teams to enhance performance and drive sales growth.

Initiative

- *Developed and implemented solutions* to streamline workflows and improve time management.
- Conducted research and created engaging content for social media platforms and blogs.
- Continuously expanded expertise by learning new programs and skills relevant to the role.

Communication

- **Customer Service Representative:** Two years of inbound customer service experience, demonstrating *strong problem-solving and troubleshooting abilities* to address inquiries with empathy and active listening.

- *Coached team members* on customer service best practices and effective problem-solving techniques.
- Presented performance statistics and insights at board meetings to support *strategic decision-making*.
- Applied marketing research techniques to *develop engaging content* and innovative products.
- Leveraged *proficiency in a second language* to enhance communication in a professional environment.
- Experienced in *remote work*, utilizing effective tools and skills to maintain productivity and collaboration.

Other technical skills

- Animation, Figma, ManyChat
- Sketch, drawing, digital compositing
- Desktop (Google Suite, Microsoft Office, Apple Suite)
- Maya, ZBrush
- Keep myself up to date with the latest technologies and social media platforms

WORK HISTORY

Smart Loyalty

Hamilton (NZ)
From January 2026

Graphic Designer

New Zealand based marketing company specialised in rewards programs (www.smartloyaltyhq.com – www.smart-trade.co.nz)

- Editing and creation of images for advertising, websites, eDM, social media, marketing campaigns, banners and collaterals
- Creation of digital and printing material for advertising such as brochures, posters, banners, flyers, catalogues
- Creation of presentation using Power Point
- Basic video editing

Mum 2 Mum

Hamilton (NZ)
2.5 years

Graphic Designer and Brand Manager

New Zealand based company who manufacture and sell baby products (www.mum2mum.com)

- Responsible for marketing strategies and social media presence (research and development, customer engagement, brand management, SEM, SEO, Google Ad, Google Merchant, analytics)
- Taking pictures and editing images for advertising and ecommerce
- Developing and managing content creation for social media posts with images and videos
- Editing and planning newsletter campaigns
- Management ecommerce website
- Creation of digital and printing material for advertising such as brochures, posters, banners, flyers, catalogues
- Editing and creation of packaging design

Francesca Funari

Asti (IT)
17 years

Graphic Designer and Marketing – Contractor

Self-employed, working remotely. Some projects worth mentioning are:

- *NZ PROTEIN, protein powders and supplements brand based in New Zealand.*
- *AJENNDA PRODUCTION, music and theatre Production Company, based in the US.*

- *COMMUNITY PLAYTHINGS, manufacture high quality furniture for childcares, based in UK.*
- *SUSIE ICECREAM, eco-friendly Ice Cream manufacture company, based in the Netherlands.*
- *AUREON VERLAG, book-publishing company, based in Germany.*
- *DR. PERRONE, aesthetic surgeon, based in Italy.*

Duties:

- Managed projects from proposal to execution, and distribution
- Responsible for plan, creation, editing, production and publishing of digital and printing graphic design products such as brochures, posters, flyers, logo, packaging, illustrations
- Planned campaigns and advertising (SEM, SEO, Google Ads, keywords, PPC, researches, Google Merchant)
- Created content marketing (blog posts, social media posts with images and videos, newsletters, ebooks)
- Managed and created brand awareness (Social media, advertising, mailing list campaigns, collaborations)
- Designed websites using Wordpress, CSS, HTML
- Organised weekly meetings maintained ongoing communication with partners and customers
- Public relations and customer care

Errea' Sport

Asti (IT)
2 years

Graphic Designer and Ecommerce

Manufacture of sports apparel and equipment for teams and retail markets. (www.errea.com)

- Provided support to sales department with creation of personalized brochures, posters, banners and flyers
- Edited images for web and printing
- Creation of logos and graphics design
- Uploaded images and product information on Company's ecommerce
- Managed stock ordering
- Managed printing on vinyl and cutting (Epson plotter)

G. Verdi Music Institute

Asti (IT)
3 years

Digital Designer and Marketing Specialist

Private institute of music, enrolling from children to adult learners.

- Redesigned company's website using WordPress
- Created a social media presence, leading to 25% increase in enrolments for next school year
- Worked as content creator for blog and Facebook page
- Planned and created marketing material such as brochures, posters, flyers, certificates
- Managed printing and distribution of marketing collaterals
- Planned and implemented mailing list campaigns
- Managed scheduling of school events and ticketing
- Scheduled classes and timetable
- Provided support as assistance to the manager
- Maintained relations and communications between management and school members
- Worked during the pandemic assisting teachers in creating and distribute material for Zoom classes and providing help designing courses

International Study Solutions

Sydney (AU)
3 years

Marketing Manager and Digital Design

Australian based agency, promoting travel and study for foreigners - work on site.

- Led, supervised, hired, trained and coached a small team
 - Involved in wider company decision making, including liaison with partners
 - Planned and implemented advertising campaigns and branding strategies
 - Curated the social media presence and website content maintenance
 - Creation of advertising material, posts, blog articles, print collaterals and logo design
 - Providing customer support and assistance
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QUALIFICATIONS**Polytechnic University of Turin**

Turin, Italy
2004-2008

Bachelor of Art

Graphic Design Marketing and Communication

REFEREES**Kelly Burns**

Smart Loyalty
Marketing Director
Hamilton – New Zealand
+64 27 447 1210
kelly@smartloyalty.co.nz

Dave Mills

NZ Protein
Owner
Auckland – NZ
+64 21 031 3053
dave@nzprotein.co.nz

Valerio Cataldi

International Study Solutions
Director
Sydney - Australia
+61 434 541 814
management@australianboard.com

ADDITIONAL INFO

I am a Permanent Resident in New Zealand with no working restrictions.