



Sally France

0413 995919

sally@sallyfrance.com.au

## Education

Enmore Design Centre TAFE

2008

Diploma of Graphic Design

University of Technology,  
Sydney

2000

Bachelor of Business, with Credit.  
Double Major in Marketing &  
International Business

Cheltenham Girls High School

1994

Higher School Certificate

## Computer Skills

Proficient on PC & MAC platforms

Proficient in Microsoft Office suite  
Photoshop, Illustrator, InDesign

Intermediate skills in Flash,  
Dreamweaver and AfterEffects.

## Interests

Running ,Photography, Snow  
Sports, Design, Field hockey.

## Employment History

KMPG – Graphic Designer

NOVEMBER 07 – CURRENT

Responsible for design and layout of collateral – proposals, posters and presentations – often under tight deadlines. Preparing documents for print and proofing. Braining storming to come up with visual themes and ideas for proposal campaigns (including packaging and delivery.)

MacImages – Graphic Designer

MARCH 07

Designing corporate collateral and print advertising for Regus, IBM and other clients across the Asia Pacific Region.

Layout, typesetting of reports and presentations, advertising and other marketing collateral, retouching photographs, prepare documents for print and proofing documents.

SingTel Optus – Marketing Manager, Demand Generation

JUNE 06

Responsible for marketing communications across Optus Business. Specifically management of online newsletter, collateral, events and sponsorship. Working closely with advertising agency and internal stakeholders.

SingTel Optus – Marketing Manager, Transformation

JANUARY 06

Seconded to work for the Optus Business Transformation project. Responsible for defining and the implementation of Optus Business customer targeting strategy.

SingTel Optus – Segment Marketing Manager

MARCH 03

Accountability for the development and implementation of a Marketing Plan within a specific segment.

Development and execution of marketing campaigns and communications programs to drive sales and customer behaviour, including marketing research projects, events and BTL marketing campaigns. Ongoing reporting of progress against the plan, including project tracking, campaign metrics, competitor activity, win/loss reports and pipeline tracking.

Tactical pricing support through the development of campaigns and case-by-case support where required.

SingTel Optus – Marketing Executive

MARCH 01

Executive role assisting product managers in the implementation of marketing and communication plans. Including pricing, marketing campaigns, competitive analysis and development of collateral.

Also was responsible for special marketing projects and sales support such as coordination of content and design of the intranet (including basic programming) for use by the sales force and customer service areas.

Development of a data collection tool that is used to price and size a special bid. Development of pricing, marketing strategies and pricing of strategic deals over \$500,000 to ensure customer acquisition and retention.

SingTel Optus – Marketing Graduate

JANUARY 2000

12 months rotational program spending time in planning, strategy, marketing communications and product management departments.

Key responsibilities included coordination of events including invitations, marketing communications, catering, liaising with speakers and delegates. Assisted in new product and enhancements launches. Development of sales training information, customer facing marketing communications and assisting with marketing research projects and reporting.