

RESUME

JULIAN MICHAEL BRADY

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Quick Introduction

Good Day. For the past 2 years I have been based in Yanchep in North Perth, operating an event-marketing and promotions business, Beachside Promotional Products, which I established in late 2018. Prior to this I managed the concept, supply and design of a large array of point of sale material for more than 30 venues under the Spirit Hotel Group for 12 years, based in the Sunshine Coast. I have over 15 years of graphic design experience and introduced Social Media Marketing to the Spirit Hotel Group.

I can supply PA and Video Production Equipment, and am also equipped to design and produce promotional products such as banners, core flutes, posters, menus, caps, shirts and key rings. I am a hard worker with excellent team skills who would be an asset to your business I have relocated to Port Douglas and am seeking casual work in the hospitality industry. I am adaptable and willing to work in Food and Beverage, event staffing, kitchen duties, delivery driving and events marketing, including concept, design and implementation. I am also available for promotional and point of sale design work.

Key Strengths

- Strong team member skills as well as the ability to work autonomously
- Capacity for creative engagement in the developing marketing initiatives
- Sound knowledge of computer systems used in marketing and promotional activities
- Capacity to provide a range of services for several clients at the same time
- Ability to network well with people in the entertainment and hospitality industries

Courses/Training

- Diploma in Sound Engineering, School of Audio Engineering, Milton, Brisbane (1992)
- Creative Photography Level 1, Sunshine Coast School of Photography, Yandina (2012)
- MYOB Level 1 training, Kawana Business College (2010)
- Current RSA

Computer software skills

- Pre-press and commercial print: Photoshop, Coral Draw and Adobe Acrobat/Distiller
- Social media protocols for on-line marketing: Facebook, Twitter, preparing YouTube uploads, installing on-line ticketing services
- Web-design/content maintenance: Wordpress, Joomla, Dot Net Nuke, Droopal (beginner to intermediate)

Interests

- Photography, video-production, live music, surfing

Education

- Senior Certificate, Kawana State College (1990)

Career History

Events and Marketing Manager (part-time – employed two days a week)

Kings Beach Tavern, Caloundra, Sunshine Coast 2008-2014

Responsibilities/Achievements

- Creating and implementing marketing initiatives to promote hotel services on all social media platforms

- Regular updating of on-line food-beverage and entertainment offerings
- Organising staffing and security requirements for major events
- Facilitating sell-out performances by national acts such as Art Vs Science, Frenzal Rhomb, British India and Josh Pyke as well as several international artists such as folk musician Frank Turner (an opening artist at the London Olympics Opening Ceremony).
- Creating and compiling an on-line promotional video to position the venue in the local food and beverage market. Open this link: <https://www.youtube.com/watch?v=gqgCM1qqtTw>

Business Owner (see details in services provided below)

Bandprint - Maroochydore, Sunshine Coast 1999 - Current "Part Time"

Responsibilities/Achievements

- Providing commercial print requirements, point-of-sale items, on-line promotions and related graphic design services to clients in the hotel-club sector and other parts of the hospitality industry.
- Establishing a sound client base in the industry in south-east Queensland including Spirit Hotels, Raw Group Hoteliers, McDonalds and Universal Records.
- Supplying/organising international and national touring artists for more than 250 music-based events across the Sunshine Coast, such as the Caloundra/Fringe Music Festival, the Pineapple Music Festival and the Noosa Music Festival.
- Organising promotions and post-event organisation for the other venues such as the Tough Mudder extreme sports event, held at Caloundra in 2013.

Business Owner (see details in services provided below)

Studio 511 - Maroochydore, Sunshine Coast 2013-2015 "Part Time"

Responsibilities/Achievements

- Providing studio facilities and auxiliary equipment for video/photographic production and marketing operations
- Procuring props and other resources for video shoots
- Providing production, assistant-crewing and story boarding services for visual projects
- Offering development opportunities for aspiring local artists. Open these links:
Soula - <https://www.youtube.com/watch?v=FNrFLaWOWnA>
Apollo and the Sun - <https://www.youtube.com/watch?v=xGo-DDOQQRk>

Retail assistant

Surf Action Surf Shop The Wharf, Mooloolaba, Sunshine Coast 1990-1999 "Full Time"

Responsibilities/Achievements

- Selling a wide range of surfing and skating hardware and clothing in a high-turnover tourist environment
- Gained a good understanding of retail operations and customer service in a busy commercial centre
- Managed key aspects of the retail operation, including cash management, stock-taking, window-dressing and stock acquisition and despatch

References:

Kent Windus, Venue Manager, Chancellor Tavern, Spirit Hotel Group Phone: 0411 298166
 John Fennell, Venue Manager, Kings Beach Tavern, Spirit Hotel Group Phone: 0422 440905
 Frank Pardon, Former Deputy Mayor of Noosa & Shire Councillor Phone: 07 5329 6102
 Scott Eliss, A S and P Investigation (Security Services) Pty Ltd Phone: 0438 461390



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