

# Geni McCallum

CHRISTCHURCH, NEW ZEALAND

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**WEBSITE** [Gen](#)

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## Objective

I am aiming to secure a challenging position to gain work and life experience.

## Employment History

### **FREELANCE GRAPHIC DESIGNER, CHRISTCHURCH AUGUST 2009 - PRESENT**

#### **Responsibilities**

Creating and Designing working websites for clients based upon their budget and needs

Managing and setting up a hosting account and domain name for the client

Tutoring on up-keep of web management and/or working on updates at later dates

Designing a new logo

Taking photos for content of site

Using Photoshop CS4, Dreamweaver CS4, InDesign CS4 and an FTP client

#### **Clients**

Imagine Landscape Designs - <http://www.imaginelandscapes.co.nz/>

Therapeutic Solutions - <http://therapeuticsolutions.co.nz/>

### **SALES ASSISTANT, PIXIFOTO PAPANUI, CHRISTCHURCH NOV 2008 - APRIL 2009**

#### **Responsibilities**

Securing new bookings through direct person to person sales (cold sales)

Leading sales viewings with customers to secure sales

Sole charge closing duties including cash balancing and recording sales activity

Converting warm leads to sales through telemarketing

#### **Achievements**

Consistently performed above set sales targets, achieving a sales average of \$180 per person against a target of \$100 per person

Exceeded sales targets within two weeks of employment

Completed inhouse sales training programme to develop new skills

Learned a large amount of product information and sales promotion details

Secured up to eight pre-paid direct bookings off the floor within two hours

**ASSISTANT SALES MANAGER, AMAZON LTD HORNBY, CHRISTCHURCH FEB 2008 - SEPT 2008**

**Responsibilities**

Supervising and training sales staff  
Ensuring achievement of store sales targets  
Overseeing security and transaction processes  
Managing stock movement and inventory  
Sole charge opening and closing two days a week, including cash balancing  
Merchandising and window dressing

**Achievements**

Consistently the top sales person in the store  
Completed national inhouse training programme, including an offsite sales seminar  
Implemented new systems to allocate responsibilities within the store, including cleaning rosters, incentive schemes and log books  
Divided the store into sections and delegated responsibility for each section to a different staff member to better manage merchandising, inventory and store maintenance

**WEB/CONTENT DESIGNER, FIRSTLIGHT ONLINE ERA, WELLINGTON APRIL 2007 - JAN 2008**

Designing micro sites to pitch to new advertisers and general research/upkeep of existing web sites.

**RETAIL ASSISTANT, SOUNDS SHIRLEY AND SOUNDS RICCARTON, CHRISTCHURCH AUGUST 2006  
- AUGUST 2007**

Responsible for customer service, opening and closing, banking and stock input.

**Education**

**Burnside High School, Christchurch**

'A' Bursary, 2003

Scholarship in Bursary Design (7th in New Zealand), 2003

'A's in Photography, Design and Art History, B+ in English and a C+ in French Bursary, 2003.

## Skills

Adobe Photoshop CS3, Adobe InDesign CS3, Dreamweaver, Adobe Acrobat, Microsoft Word, Microsoft Excel.

Fluent in French.

## Referrals

Available on request.