
**Curriculum Vitae
of
Samantha Baker**

Personal Profile

I am an enthusiastic and highly motivated person a team player and pleasure to work with. I am qualified and have experience in photography and design. I always work to the best of my ability with a positive attitude. My interests include journalism, music, and running.

Work Experience

2005-2010

I have worked for Fairfax media at the Manawatu Standard Newspaper in Palmerston North as an Advertisement Creator and most recently as a Photojournalist.

Photojournalist:

This job is varied and requires quick thinking. I covered all aspects of news photography, covering hard and soft news, feature, court, sport, food and fashion. It is a job I love for its unpredictable nature and variety. The ability to work well under pressure is essential in this role as often tight deadlines were required to be met daily.

AD creator:

This position required designing and type setting advertising for the newspaper using the Adobe Creative Suite applications – InDesign, Photoshop and Illustrator. I also would write the occasional ad feature. This job involved creating and maintaining close working relationships with clients and ad reps as well as working to tight daily deadlines.

2008-2010

I have also gained valuable customer service skills from working at a busy inner city cafe and bar gaining the following skills : High standard of customer service, cash handling, bar tending and cocktail making, close up and end of day clean of business, coffee making.

2004-2005

I worked for UCOL as a photographer and graphic designer for the marketing department. This position involved designing advertisements, brochures, and flyers and photographing various events, exhibitions, and illustrate the courses that UCOL provides.

- I also worked as a graphic designer and layout operator at two separate newspapers, The Times Age in Masterton and The Guardian in Palmerston North.

Training and Qualifications

2005

UCOL brought in the degree program and added a transition year for students already with an advanced diploma to gain a degree. I passed this with distinction.

Qualification achieved :
Bachelor in Applied Visual Imaging

2004-2005

Part time study by correspondence in Freelance Journalism, learning all aspects of journalism and how to Freelance.

Qualification achieved :
Certificate in Freelance Journalism

2001-2003

Three years full time study in Photographic and Digital Imaging at UCOL in Palmerston North. An excellent industry focused course that covered all aspects of digital and traditional photography. This course also had a strong emphasis on design and composition skills.

Qualifications achieved :
Advanced Diploma in Digital and Photographic Imaging and a Diploma in Digital and Photographic Imaging.

2000

One year full time study in Foundation Visual Arts and Design at Wairarapa Polytechnic in Masterton. Giving me a thorough grounding in design elements and principles applied in various art forms and mediums.

Qualification achieved :
Certificate in Foundation Visual Arts and Design

Professional Skills

- Excellent time management, with the ability to meet deadlines
- Good communication and interpersonal skills
- Excellent Customer Service
- Reliable and punctual
- Work well under pressure

Computer Skills

Fluent and confident in both PC and Mac formats. Knowledge in the following programs

- Adobe Creative Suite
 - Photoshop
 - InDesign
 - Illustrator
- Adobe Acrobat
- Freehand MX
- Microsoft Office
- Soundslides Plus
- Audacity

Referees

Education

Ian Rotherham
i.rotherham@ucol.ac.nz
06 952 7207

Character & work

Warwick Smith
Photographer - Manawatu Standard
021 045 4631

Work

Jonathan Cameron
Chief Photographer - Taranaki Daily News
027 243 7879

Work

Elisha Cousins
Duty Manager Mao Bar and Cafe
027 254 9893

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