

YES, I CAN USE **WINDOWS** OR **APPLE, CRM SYSTEMS, ADOBE SUITE** and your normal **MICROSOFT OFFICE** - THAT'S THE EASY PART.

What you'll probably want to know is who I am.

Hi, I'm Tam. A people-focused creative who loves design, OCD level organisation and building genuine relationships.

I'm equal parts a creative thinker and practical doer, with a knack for managing projects, keeping clients happy and finding solutions when things get busy.

I'm energetic and thrive in collaborative environments where ideas are shared and people enjoy working together.

My colleagues know me as someone who works hard, stays positive and brings plenty of enthusiasm (and the occasional terrible joke) to the team.

I'm looking for a role where I can contribute, grow and work alongside great people who love what they do.

EMPLOYMENT SUMMARY

May 2024 – Current	Campaign Manager - Business Banking ASB
Apr 2023 – May 2024	Marketing Manager Glenfield Mall
Nov 2019 – Nov 2022	New Home Consultant G.J. Gardner Homes
Feb 2019 – Nov 2019	Mac Op/Graphic Designer G.J. Gardner Homes
Nov 2017 – Current	Owner - Marketing & Design Blended Design
Feb 2017 – Sep 2018	Graphic & Digital Marketer Linen and Things
Mar 2016 – Oct 2016	Design & Marketing Intern Box Living

SKILLS & EXPERIENCE

Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva
Website design and build, content management (WordPress)
CRM management (Salesforce, Zoho, Hubspot)
Email marketing (Mailchimp)
Social media management - and scheduling (Meta, Later, Metricool)
Digital marketing, Google Ads and website analytics

EDUCATION

2016 | Bachelor of Architecture | Unitec Institute of Technology
2016 | Diploma in Interior Design | Interior Design Institute NZ
2017 | WordPress & SEO Course | WordPress Bootcamp
2020 | Consultative Sales Training | SalesStar
2022 | NZC in Real Estate Salesperson (Level 4) | Skills
2024 | AI Foundations Course | Section and Spark NZ



TAM PARTIS

Sales & Marketing



CV Website & Portfolio
www.tampartis.co.nz



44 Makamaka Lane,
Albany Heights



021 118 3530



tamsinpartis@gmail.com

PERSONAL TRAITS

Thrives under pressure
Proactive and deadline-driven
Highly organised
Strong attention to detail
Outgoing and people-focused
Resilient, positive and adaptable
Ambitious with a growth mindset

INTERESTS

Keeping up with my energetic son
Gym sessions and staying active
Getting lost in a good book
Foodie adventures and great cocktails
Travel, road trips and exploring new places
Chocolate (probably more than I should)

EMPLOYMENT DETAILED

May 2024 - Current

Campaign Marketing Manager

(Business Banking)

ASB

- Contributed to the development and delivery of ASB's nationwide fraud and scam awareness campaign, managing activity across TV, radio, digital channels and script writing from concept through to execution.
- Transitioned from Brand Marketing into Business Banking to support ASB's Backing Business and Food & Fibre campaigns.
- Planned, coordinated and delivered integrated marketing campaigns across digital, social, content, PR, events and traditional media channels.
- Managed stakeholder relationships across internal teams, agencies and external partners to ensure successful campaign delivery.
- Led website content updates, customer communications and marketing collateral while maintaining brand, legal and compliance standards.
- Supported campaign reporting, performance analysis and optimisation to improve customer engagement and business outcomes.
- Followed project budgets to ensure effective use of marketing spend.
- Organised and lead people and landscape photoshoots for campaigns.

April 2023 – May 2024

Marketing Manager

Glenfield Mall

- Executed marketing campaigns across print, digital, social media and events.
- Developed annual marketing plans and budgets, tracking campaign performance and expenditure.
- Managed relationships with tenants, agencies, suppliers and internal stakeholders.
- Led website content, social strategy, digital advertising and performance reporting.
- Planned and delivered community events, promotions and brand initiatives to increase engagement and foot traffic.
- Created marketing collateral including advertisements, brochures, signage and promotional material using Adobe Creative Suite.

Nov 2017 – Current

Owner/Self Started Business

Website, Marketing & Design

Blended Design Ltd

- Owned and managed client relationships from initial enquiry through to project completion.
- Designed and developed brands, websites and marketing collateral for a wide range of businesses.
- Managed project budgets, timelines and workflow using CRM systems.
- Delivered digital marketing campaigns including Google Ads, social media advertising and email marketing.
- Facilitated and taught website and online business courses at Selwyn College.

Nov 2019 – Nov 2022

New Home Sales Consultant

G.J. Gardner Homes

- Managed clients through the design and build journey, from initial enquiry to contract.
- Built strong relationships with clients, suppliers, developers and real estate agents.
- Managed sales leads and pipeline activity through HubSpot CRM.
- Created marketing collateral, EDM campaigns and promotional content to support sales activity.
- Assisted clients with home design, colour selections and kitchen planning.

Feb 2019 – Nov 2019

Mac Op/Graphic Designer

G.J. Gardner Homes

- Produced marketing and sales collateral for franchises nationwide, including brochures, advertising, signage and digital content.
- Developed creative concepts and marketing initiatives to support each franchise's sales activity.
- Maintained strong relationships with franchise owners and sales teams throughout New Zealand.
- Ensured brand consistency across all marketing and communication materials.