

# Daven Bettridge CV

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## Profile:

With over a decade of experience in graphic design, I have been instrumental in crafting impactful creative projects that resonate with audiences. My approach to design is driven by a commitment to creating impactful brands and designs that not only drive growth but also foster recognition and engagement. Proficient in leveraging the latest computer creation tools, I bring a distinctive blend of creativity and technical expertise to every project, ensuring that each design is not only visually compelling but also strategically aligned with the project's goals.

## Technical Skills:


Graphic Design  
Font and Page design  
Logo creation and application  
Branding and Packaging design  
Visual graphics, marketing and advertising  
Print ready / Prepress knowledge  
Preparing high resolution pages ready for print  
Website design and layout

## Technical Tools:

Figma  
Adobe Creative Suite  
Photoshop  
Aftereffects  
Indesign  
Illustrator

## Media Achievements:

2018 Ruby & Sapphire Childrens Book - [Book illustrations: Ruby & Sapphire – Daven Bettridge](#)

2020 The Aussie Beutes  [The Aussie Beutes - An Aussie Animal Song](#)

## Education:

2018 Master Design, Animation, Games and Interactivity, RMIT  
2012 Certificate IV Training & Assessment  
2010 Bachelor of Arts: Multimedia, RMIT Victoria

## Relevant Experience:

Exclusive Brands Product Designer, Coles Group - Current  
2020 -2024

- Manage, promote and Sell exclusive Coles brands across multiple Coles stores
- Implemented effective merchandising strategies, including attractive displays, signage, and promotional materials, to drive sales and create an enticing shopping experience.
- Lias with Store managers for visual merchandising, store displays and product knowledge.
- Implemented key strategies to achieve millions of dollars of sales during covid lockdown.

Graphic Designer / Finished Artist  
Collision Digital, Melbourne VIC

2018 - 2020

- Worked as a graphic designer for a large publication and printing company of catalog and retail brochure advertising.
- Developed and implemented brand identities, including logo design, typography, and color schemes, resulting in enhanced brand recognition and customer engagement.
- Produced high-quality graphics, illustrations, and layouts for various marketing materials, including brochures, flyers, and social media content.

Graphic Artist / Animator

GPS&S - Gaming Product Systems and Spaces

2013 - 2015

- Design and development of gaming products and systems for the Hotel and Casino industry. While in this role I created great art, video and animations for slot gaming machines.
- Designed and produced engaging multimedia content, including videos, animations, and interactive presentations.
- Managed multiple design projects simultaneously, meeting deadlines and delivering high-quality work.

#### **Other Work Experience:**

Sales Channel Manager

Energy Australia, Melbourne VIC

2011 - 2013

- Managed day to day of marketing partner channels. Extensive knowledge of the sale process and compliance to laws and regulations.
- Developed and executed comprehensive training programs to educate sales teams on product knowledge, sales techniques, and compliance.
- Collaborated with cross-functional teams to identify training needs and design customized training materials to address specific challenges.
- Conducted engaging and interactive training sessions and workshops across multiple locations.

Sales Marketing Specialist

Neighbourhood Energy, Australia, Melbourne VIC

2009 - 2011

- Manage Sales from various Call Centre Channels. Trained call centre agents in compliance across multiple Call Centres in Vic, NSW and QLD
- Manage Key Partners and motivate performance and KPIs.

Team Leader

AGL Australian Energy Utility Company, Australia, Melbourne VIC

2006 - 2009

- Team leader for a constant changing call centre team for AGL the largest Electricity Retailer in Australia.
- Led a large team: 30 - 100 Call centre agents across dozens of call centre campaigns.
- Achieving high sales and KPI targets.

#### **References:**

Mathew Collier - Previous Manager 0430 162 538

Michael Amos - Previous Manager 0437 137 571

Julian Smith - Previous Manager 0488 699 11