BEN AKHURST
RESUME

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in linkedIn

Profile

A communications, brand and creative professional based in Sydney. My expertise in written and visual communications spans over 20 years, from working with small to medium businesses to large corporate and government organisations.

I'm a relationship builder and a creative problem solver with a collaborative approach. I offer an eye for detail, excellent people skills and efficient workflow. I thrive in team environments and I am happy to come into the office or work from home.

I deliver creative and engaging communications for digital, print, events, motion, outdoor and more. Accessible, artistically driven design solutions excite me, and thoughtful communications put a smile on my face. My portfolio showcases an experienced and diverse skill set, an ability to learn, and adapt and shows a willingness to take on new challenges and technologies.

Skills

- excellent plain English written and visual communications
- brand management and team leadership
- creative art direction, strategic thinking and problem solving
- communications strategy and roll out
- ongoing knowledge of design, marketing and technology trends
- copy writing, speech notes, talking points
- CMS management, training and development
- self service collateral management
- WCAG Level AAA accessibility for print and digital

- google analytics, Looker Studio, Power BI
- operational communications
- video editing
- photo shoot art direction and management
- email marketing
- social media content
- campaign and brief development
- process design and management
- automated work flow solutions
- database management
- UX design.

Work history

January 2021 - present: Manager Creative Services & Internal Communications, NSW Ambulance
Champion and manage the NSW Ambulance brand for internal, external, corporate and operational settings.

Lead and manage a team of creative and communication professionals producing internal and public communications for print, digital, events and campaign activations.

Manage intranet/website content.

Digital communications training for website, intranet, email marketing and CMS systems.

Manage the production of a monthly 52 page internal magazine, internal/external publications, reports and user guides.

Management and production of special one-off anniversary hard cover books.

August 2019 - January 2021: Advisor Creative Services & Brand, NSW Ambulance
Creative lead of all designed brand collateral covering print, outdoor, digital, social, events and more.

March 2019 - August 2019: Freelance Designer
Motion graphics, print and digital design.

October 2016 - March 2019: Senior Designer, Fresco Creative
A boutique problem-solving, brand management and design agency studio.

November 2002 - October 2016: Senior Designer, The Intermedia Group
Creative lead of B2B magazine publishing, event management and data-base driven publishing and workflow solutions.

October 2001 - November 2002: Freelance Designer
B2B magazine titles, illustration, logo design, events and signage.

November 1999 - October 2001: Junior Designer, The Custom Media Group
Advertising, magazines and illustration.

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Education

2023: People Management Skills Program
NSW Health program for managers conducted in workshops with other like minded managers.

2023: Plain English Foundation
Plain English writing workshop covering fundamental concepts.

2019: After Effects CC Essential Training
Video editing and special effects.

2019: Designing & Prototyping with Adobe XD
Creative website and app development.

2011: Dynamic Web Training
HTML and CSS using Dreamweaver and EDM design best practise.

2007: AWARD school
Creative copy writing and art direction course for the advertising industry. Run by the Australasian Writers & Art Directors Association.

1999: The Computer Graphics College
Certificate of Desktop Publishing.

1992: Ultimo TAFE
Certificate in Visual Merchandising.

1991: Meadowbank TAFE
Certificate in Fine Art.

Technical

Creative
Adobe CC, InDesign, Photoshop, Illustrator, Acrobat, XD, Premier, After Effects, Dreamweaver, Dimension.

Accessibility
WCAG Level AAA accessibility for print and digital.

Office 365
Sharepoint, Teams, Power Automate, Power BI, Lists, Forms + more.

CMS
WordPress, Squiz Matrix, Squarespace, Drupal, Joomla.

Email marketing
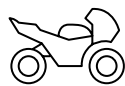MailChimp, Campaign Monitor, Vision6, GreenArrow.

Automation
WoodWing Smart Catalog, WoodWing Studio, Power Automate, Javascript.

Plus
SEO, analytics, Digital dashboards, Email marketing, online shopping development + more.

Interests

Motorcycles	Art	Keeping fit	Live music	Travel	History