

Kate Nielsen

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Kelvin Grove 4059 QLD

PROFESSIONAL PROFILE

Social media and marketing professional skilled in content creation, AEO/SEO, e-commerce and website design. Currently a part-time Retail Supervisor, bringing real commercial and customer insight to every campaign. A creative problem solver with a strong understanding of brand consistency, and fluent in using AI platforms to boost speed and quality, always focused on growing engagement and business growth.

KEY SKILLS

- Social media content creation, campaign planning and execution
- Graphic design, branding and marketing across digital and print
- AEO/SEO, e-commerce and website content management
- Customer behaviour insight and audience/trend awareness
- Visual merchandising, product presentation and point-of-sale material
- Project coordination and management of competing deadlines
- Clear communication with clients, suppliers and cross-functional teams
- Creative problem-solving and attention to detail

DIGITAL SKILLS

Adobe Creative Suite

Illustrator • Photoshop • InDesign • Acrobat

Web & Digital

Wordpress • SEO • E-commerce • Canva • CapCut

AI Productivity Tools

Claude • Adobe Firefly • Canva Magic Studio • Gemini • Chat GPT

General

Microsoft Office • Excel • Apple Pages • Xero

EMPLOYMENT HISTORY

Flannerys | 2025-Current

Retail Supervisor

- Oversee daily store operations, team coordination and customer service delivery
- Implement promotions, pricing changes and visual merchandising to support sales targets.
- Liaise with suppliers regarding products, promotions and merchandising requirements.
- Manage POS systems and resolve pricing, transaction and customer service issues.
- Coordinate priorities with management and team members, balancing competing deadlines.

Brandee (Previously known as Caboodle Web Design) | 2007-Current

Co-Founder & Head Designer

- Co-founded a successful web design and graphic business, working with over 200 clients
- Built the majority of new client relationships through proactive outreach
- Designed brand identities, promotional material and high-performing e-commerce websites, supported by SEO strategies to grow client visibility.
- Managed day-to-day operations including client communication, marketing and bookkeeping
- Led the development of digital products, including an application for FIFA World Cup (2009)

Moreton Bay Sustainable Business Precinct | 2020-2022

Social Media Manager

- Collaborated with business owners to develop engaging value-aligned stories for social media
- Created original photography, video and copywriting to showcase sustainability initiatives
- Managed social media scheduling and community engagement across multiple platforms
- Coordinated community and corporate events to support local business networking

Farmers Market Boxes | 2020

Founder & Manager

- Founded a produce delivery service with support from Millen Farm during COVID-19
- Sourced and managed suppliers, farmers, volunteers, couriers and customer communication
- Built the website and created the social media content
- Managed purchasing and bookkeeping
- Featured in Brisbane Time

Myer Brisbane City Store | 1999-2006

Visual Merchandiser

- Delivered store-wide merchandising and visual display setups aligned with seasonal campaigns
- Implemented SEQ store layouts as part of the State Visual Merchandising Team
- Designed flagship front-window displays on Queen Street Mall, trained directly under the QLD VM State Manager

EDUCATION

QUT | 2024

Health Needs of Aboriginal & Torres Strait Islander Australians (Unit)

Part of a 'Bachelor of Behavioural Science (Psychology)' Degree.

TAFE QLD | 2006

Advanced Diploma of Screen (Selected Modules)

Completed 7 targeted modules to support client work in digital media and screen production.

Ithaca College of TAFE | 1999

Certificate IV in Design Services (Interior Design & Decoration CNLM027)

Commercial Art Training Centre | 1996

Certificate in Digital Art and Multimedia Design

Balmoral Design & Technology Centre | 1996

Certificate in Multi-Disciplinary Arts & Technology (Photography)

VOLUNTEER EXPERIENCE

Millen Farm | 2018-2021

Operations Manager

- Managed operations of a community farm promoting sustainable local food systems
- Collaborated with local council to organise events and farmers markets
- Coordinated volunteers and supported education programs and workshops
- Created and managed social media content on multiple platforms

REFERENCES

Dr Kirsten Wells Director at Aluna Health 0483 746 274

Linda Devereaux Manager at Flannerys Chermside 0402 193 966