



☎ 027 634 2209
✉ TUTTY.PARIS@GMAIL.COM
🌐 WWW.PARISTUTTY.COM



EXPERTISE

Marketing (Full Life-cycle)
Strategy Development
Budget (Operations/Project Based)
B2B & B2C Environments
Team Leadership
Coaching & Training
Social Media Management
eCommerce / Website
Customer Engagement
Brand Identity & Awareness
Electronic Direct Mail (EDM)
Marketing Collateral Design
Campaign Management
Promotions & Advertising
Digital & Traditional Marketing
Loyalty Program Management
Policy & Procedure Development
Research, Analysis & Reporting

EDUCATION

BACHELOR OF ARCHITECTURAL STUDIES
ARA / 2014 - 2015

BACHELOR OF VISUAL COMMUNICATIONS
CPIT / 2008 - 2010

CONTACT

Feel free to contact me anytime on
027 634 2209
or by email at
Tutty.Paris@gmail.com
or have a look at my website
www.ParisTutty.com

Thanks,
Paris

PROFESSIONAL PROFILE

A highly passionate yet proactive marketing leader who has demonstrated an impeccable ability in leading the marketing function from an operational and strategic perspective. Confident in developing and implementing both traditional and digital marketing strategies that have proven to successfully increase brand awareness, customer engagement, sales volume and the bottom line. Captures qualitative and quantitative data that supports business decisions and the direction of marketing initiatives. Enjoys building a high performing team while not only sharing expertise but providing support in the design and delivery of marketing collateral. Advantageously, acquired solid experience teaching a Certificate in Graphic Design.

EXPERIENCE

2022 - PRESENT

SENIOR COMMUNICATIONS TRAINER

Te Ipukarea Society / Volunteer Service Abroad / Cook Islands
Core Responsibilities:

- Develop a communications plan with a focus on digital media platforms, including Facebook and Instagram, Youtube, and the Te Ipukarea Society Web page
- Provide capacity building training in creative design and marketing skills. As well as advising on gathering and processing potential communications content

2017 - 2022

MARKETING MANAGER

Cosmic NZ / Retail Sector / New Zealand
Core Responsibilities:

- Report directly to the Managing Director (MD) and Company Owner, with full responsibility for the marketing function across all 13 retail stores
- Lead the development and execution of the marketing strategy, ensuring alignment with the company's overall strategic direction
- Provide leadership to a team of 3 employees (Designer, Photographer), including creating custom professional development training programs and managing performance
- Work with the team and contractors on the design, development and execution of campaigns, both traditional and digital
- Implement and manage the full life-cycle of marketing campaigns from planning through to budgeting, designing collateral, tracking return on investment (ROI) and evaluating campaign effectiveness
- Focus on maintaining brand integrity by integrating best practices, robust policies and up-to-date processes
- Hold weekly meetings with the team and monthly meetings with the MD to discuss campaign performance, emerging issues and future needs



PROFESSIONAL SKILLS

Creative | Attention to Detail
Leadership | Communication
Resilient | Flexible | Adaptable
Relationship Building
Analytical | Problem Solving
Time Management

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop,
Illustrator, InDesign, Premiere)

ArchiCAD | SketchUp

Google Suite, Analytics, Google Ads

Microsoft Office Suite (Word, PowerPoint,
Excel, Teams, Outlook)

EARLIER EXPERIENCE

ARCHITECTURAL DESIGNER

Linetype Architectural / Architectural
Sector / New Zealand / 2016 - 2017

CREATIVE DIRECTOR | LEAD DESIGNER

SpaceTime Design / Design & Marketing
Sector / New Zealand / 2013 - 2016

UI/UX DESIGNER

CCH Collaborative Solutions Asia Pacific
/ Manufacturing Sector / New Zealand
/ 2013

DESIGNER

Fontaine Design / Creative Advertising
Sector / New Zealand / 2011 - 2013

HEAD DESIGNER

Palamon / Manufacturing Sector / China
/ 2011 - 2012



EXPERIENCE (CONTINUED)

2017 - 2022

ECOMMERCE PLATFORM DEVELOPMENT (WEBSITE)

- Worked with both internal and external stakeholders on the development and implementation of an eCommerce platform
- Successfully integrated inventory systems, which improved the accuracy and integrity of forecasting, budgeting and planning
- Managed the entire project from start to completion, including User experience and interface design and functionality

ELECTRONIC DIRECT MAIL MARKETING

- Developed an EDM strategy that focused on capturing customer details from the eCommerce platform, sending regular marketing information and increasing sales volume

LOYALTY PROGRAM

- Developed and implemented a loyalty program that focused on incentivising loyal customers and increasing repeat purchases
- Integrated systems to capture customer information which allowed marketing campaigns to be tailored to each store's customer base

SOCIAL MEDIA MANAGEMENT

- Developed and implemented a social media strategy focusing on building engagement and brand awareness while complimenting the instore and online customer experience

Key Achievements:

- Increased online sales by 124% in 2020 and 65% in 2021 due to the development and improvement of the eCommerce platform
- Maintained 100% staff retention rate and a high engagement level
- Demonstrated confidence and success leading and managing multiple projects simultaneously

2017 - 2017

TEACHER

ACG - Animation College / Education Sector / New Zealand
Core Responsibilities:

- Designed, planned and delivered lesson plans, training material and assessments for the delivery of a Diploma in Graphic Design (Level 5)
- Delivered the programme to >15 students within a classroom environment, with diverse student learning needs and styles
- Built strong relationships with the academic staff while collaborating and providing advice on emerging matters
- internal and external relationships or providing opportunities for students to connect with industry
- Monitored the student's learning outcomes throughout the programme, providing constructive feedback and refining lesson plans as required
- Maintained intake compliance requirements such as entering and reporting on progress and results to team lead

Key Achievements:

- Successfully built the student's technical capabilities, with 100% of the students passing the programme and receiving their diploma