

CURRICULUM VITAE: GILLIAN STRAMROOD

Cape Town, South Africa

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PERSONAL INFORMATION

Date of birth: 79/05/03

Sex: Female

Languages: English (Fluent) Afrikaans (Speak, read, write)

SKILLS

I am a Graphic Designer and Art Director from Cape Town, South Africa. After working in the advertising industry for 6 years, I started my own design studio and with a healthy appreciation for the inspiration surrounding me, I specialized in building businesses and maintaining brand identity from egg to chicken.

Conceptualising, Graphic Design and Layout is what I do best. I am extremely competent at taking a project from brief to delivery. Strong Production Coordination, Client Liaison, Project Management (local and abroad) and Sales skills. Macintosh and PC literate (Microsoft Office, Macromedia and Adobe)

PREVIOUS WORK EXPERIENCE

April 2007 – Currently :: YFM radio

Sole representative for YFM radio in the Western Cape. Responsible for creating on-air features and acquiring sponsorships, advertising sales and Trade Event Coordination.

Freelance and project-based Graphic Design for Print.

London, UK

July 2006 – April 2007 :: Iglu.com Holidays – Team Manager and Sales

April 2006 – May 2006 :: Archant Life London

- Production Coordinator

Responsibilities include:

- Client Liaison
- Production Liaison
- Fielding and dealing with complaints
- Selecting editorial
- Signing off proofs
- Copy Chasing
- Updating Adlists, filing and general office management

Austria/Greece/Croatia/UK

May 2005 – March 2006 :: Tour Co-ordinator, Entertainment, Administration, Ski

Responsibilities included: Daily Guiding (Ski and Swim) & Managing Large groups (70+)

Cape Town, SA

Jan 2003 – May 2005 :: Gillstrawberry Freerange Design

- Founder and Sole Proprietor
- Clients included Herbalife, ACA JOE and VERTIGO clothing, Old Mutual, Tactic Holdings, Kalahari.net, Lanzerac Wine Estates, Motostars, BikeMax, Theos Restaurants, StreetLevel Music Productions, Kimura Karate World Championships, Crocodile Camp Game Resort.
- Responsible for: Art Direction, Layout and Design, Marketing, Canvassing Clients, Client Liaison, Quoting and Billing, Production, Production Liaison, Project Managing, Presenting Creative and Trafficking

View online portfolio at www.gillstrawberry.co.za

Cape Town, SA

Jan 2002 – Jan 2003 :: Colourworks

- Senior Designer and Department Head
- Responsible for Art Direction, Layout and Design, Client Liaison, Production and Production Liaison, Traffik, Junior Designers, Presenting Creative

Cape Town, SA

June 2001 – Dec 2001 :: Idata

- Web Developer
- HTML / Macromedia Dreamweaver and Fireworks, some Flash

Cape Town, SA

April 2000 – June 2001 :: Lowe Lintas Bull Calvert Pace

- Graphic Designer
- Working on all clients including Dockers and Levis Jeans, Avis Luxury Cars, Coca-Cola, Coronation Holdings, Totalsports & Sport Scene

TERTIARY EDUCATION

1999 Graduated with Merit from:

AAA School of Advertising (Cape Town, SA) - Diploma in Art Direction and Design (incorporating Marketing and Photography)

2005 - Life-Saving Certificate (Fishhoek Life-Saving Club, Cape Town SA)

SECONDARY EDUCATION

Matric (B aggregate) IEB - Rustenburg Girls High School

OTHER ACHIEVMENTS - LONG DISTANCE SWIMMING

March 2004: I completed my first Robben Island (where Nelson Mandela was imprisoned) to Blouberg crossing. A total of 7.3km, Temp: 16 degrees C - **Bronze medal**

April 2004: I became the first person to swim across Saldanha Bay from the army recce base to the army base. 8km, Temp: 13 degrees C - **Gold medal**

May 2004: First woman to swim from Dassen Island to Yserfontein, 10km, 13 degrees C - **Gold Medal**

April 2004: Pioneered a swim called the "Triple Cape". 11km around Cape Macclear, Cape of Good Hope and Cape Point finishing at Buffels Bay. Temp: 16 degrees - **Gold Medal**

September 2004: First person to swim from Robben Island to Blouberg at night - **Gold Medal**

September 2004: 2nd South African to swim the Straits of Gibraltar from Spain to Morocco.

HOBBIES AND INTERESTS

Photography, Music, Open Water Swimming, Snow Skiing and Snowboarding, Water-Skiing/Wake Boarding

*unconstrained, unfettered, able to explore all possibilities...
not confined or impeded, at liberty to be without restriction...*