

Education & Mentoring

2011 - 2006

Creative Director for Design Reaction
Designer for Ultra FIT magazine 2007 - 2009
Project Management
Creative and Conceptual Direction
Graphic Design, Website concept design
Internet Marketing, Print Management
Customer Service

Recent activities include directory style websites, interactive promotions to engage customers

2006 - 2004

Marketing manager, Graphic Artist and Website designer for Leading company with worldwide operation in the rehabilitations market for fitness products.

2003 - 2002

King street Copy Centre (during study)
Graphic Artist and Sales person part time position

Creative Designs Charlestown (during study)
Website Designer

Star Mobiles Mayfield - Assistant manager (during study)
Duties: Store Management, Customer Service, Sales, Money handling and end of day procedures

2001

Full Time Website Design Trainee at Community Active graphic Designer and Customer Relations (during study)
This business was ahead of their time and had an online directory style community website that engaged the public by promotions and information that improved their life, given the growth in directory style websites currently and the success that is being witnessed with them in business this was an excellent grounding.

2000 (during study)

Casual Sales Person at the Telstra Shop
This provided an amazing platform for sales training, if you have had anything to do with the type of training that Telstra offers it is a big focus similar to the reputation of the way Mcdonalds train their staff.

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Fit

Relationships.

Do they work?

Special

**DESIGNER FOR ULTRA FIT
MAGAZINE 2007 - 2009**

**- CREATION OF MAGAZINE
EVERY 6 WEEKS WITH ADS
AND ARTICLE LAYOUT AND
3 WEEK DEADLINE.**

Aussie Scoop

BATTLEROPE

the latest craze.

Read about it
here first!!!

CASTLE DREAMS SUPERMARKET

2010 DESKTOP CREATE AWARDS

**SHORTLISTED WITH 9 FINALIST
IN INTERACTIVE DESIGN FOR
AUSTRALIA.**

Godbee Electrical - "Godbee Electrical is a family owned, Newcastle based Electrical Contractor specialising in the installation and maintenance of Electrical and Data Cabling Systems for Commercial and Industrial customers. With over 35 years in business and minimal changes to our logo, stationary and advertising material we were well overdue for a facelift. Many changes to the operation of our business had occurred in recent years with regard to implementation of new products, technology and a much broader range of services offered to customers we felt we needed a new image to portray the direction the company was heading. Through the recommendation from one of our customers we contacted Design Reaction to discuss our various ideas and concepts. Design Reaction took our ideas and quickly provided a professional design that was reflective of our business focus. We have been very pleased with end result and continue to receive many positive comments from suppliers, customers and the general public. Our website has been particularly well received and given us a new marketing tool that really complements our sales and promotional systems. Godbee Electrical continues to utilise Design Reaction's services on a regular basis and have no hesitation recommending their services to others." - **Steve Godbee**

Michilis - "As office manager of Michilis Pty Limited, I have been involved with the set up of our new website created by Design Reaction and in particular Samantha Black. During the construction stage Sam was constantly in contact with Mark Michilis and myself about where our site was up to and what else was required to get the site running live. We have now progressed to our new site being live and if we have any queries however great or small Samantha and/or Design Reaction are always just a phone call or email away which is giving us piece of mind running and updating our new back office. We are extremely satisfied with not only the service and value, just take a look at michilis.com.au and see for yourself the quality of work provided by Design Reaction and in our case Samantha Black. We have no hesitation in recommending Design Reaction to any prospective client." - **Nicki Croft**

Fitmamma - "I was astounded after viewing my logo for the first time. After only a few short descriptions via email and brief telephone conversations, Sam was able to create the perfect image for my business, with such professionalism and speed. Fitmamma's logo says exactly what I wanted it to represent." - **Jessica Taylor**

Ultra-FIT Magazine

"Design Reaction has become a reliable supplier to Ultra-FIT

Magazine For special one-off design assignments Sam has excelled with speed, creativity and perfect service. Nothing is ever a problem and the ability for Sam to visualise our requirements is a real plus." - **Michael Henry**

Word Of Mouth Directory - "Sam from Design Reaction is very professional and passionate about her web designs nothing is too much trouble and she is really great to work with I would recommend Design Reaction to build your website."

- **Graeme Paff**

Drakans Roofing Supplies - "We have been dealing with Sam of Design reaction now for a couple of months. The advice and guidance has been second to none. If you are looking for a fresh look or just to improve a website, she is the one to use. The service and communication has been constant. We are extremely happy with the service she provides and recommend any one to utilise her service." - **Kim Fryer**

The Hunter Development Corporation

"The Hunter Development Corporation was extremely pleased with the high standard of work and value for money from Design Reaction in a recent large scale design project."

- **Luke Mellare**

Spinal Cord Injury Service - "Excellent art, graphics and printing design work. Prompt and reliable service and able to meet customer's needs."

- **Kylie Jones**

RAS Recruitment - "Samantha from Design Reaction designed and created our client specified website myjobatcharlestownsquare.com.au. Samantha and her team were at all times compliant to a strict client marketing brief. Sam and her team far exceeded expectations on the look, feel and navigation of the website. I am delighted with the service (and cost) and highly recommend anyone looking to update an existing, or create a new website give Samantha at Design Reaction a call." - **Rita Dixon**

Upper Hunter Community Services

"Sam from Design Reaction saved our website, was a pleasure to work with and took care of everything we needed before we realised we needed it!"

- **Angela Frazer**

Education & Mentoring

2011

- <http://www.semipermanent.com> (example of Conferences I attend)
Semi-Permanent is a world leading design conference that to date has hosted 26 events in 9 cities, covering 5 countries, with 164 speakers and over 42,000 attendees. It covers all disciplines of design, including graphic design, film, fine art, illustration, web design, interaction design, photography, visual effects, animation, graffiti, motion graphics, stop motion, and architecture, and much more.
- **Regular attender of internet marketing workshop / small business workshops / motivational**
- Diploma of Management by Correspondance
- Internet marketing and social media online training and live events in Sydney

2010

- **Peter Hollingsworth**
Managing Director at Business1-2-1
Managing Director, Franchisee - Joyce Mayne at Harvey Norman
Master Franchisee at Brumby's Bakeries
- **Di Morgan**
After heading up Marketing Departments and Senior Management teams for Top 100 International businesses, inclusive of established Corporates, Start ups and Not For Profit Organisations in Australia, New Zealand, Asia, United States of America and the United Kingdom, Di is now based in Sydney, Australia heading up Possibility Productions and Possibility Gene bringing her expertise direct to you and/or your business.
- **Other mentoring in 2010 during a mentoring trip overseas:**
<http://www.chrishowardsbillionaires.com/egypt-10>

2009 How to Manage staff small business program (government)

2008 Marketing and Small business workshops (government)

2007 Women in Business Mentoring Program (government)

2002 Graphic Design Diploma final year
- Awarded Best student for the Diploma of Graphic Design

2001 Graphic Design Foundation Certificate level 4, Hunter Insitute of Technology

2000 Design Fundamentals Certificate level 3, Hunter Institute of technology

1999 Higher School Certificate , Glen Innes High School

1998 Prime Learning, Customer Relations Course, Armidale

1997 School Certificate, Glen Innes