



ZUZANA HAJACHOVA

"Experienced Senior Creative with 10+ years in a graphic design industry, both - client and agency environment.

Skilled in Print and Digital Design, Art Direction and Marketing Strategy, I am a strong marketing professional with a Diploma focused in Graphic Design from TAFE Enmore Design Centre.

EXPERIENCE

SENIOR CREATIVE
MANAGER
Redsbaby
2019 - Present

As a senior leadership staff member, I am accountable for setting and delivering upon creative direction, while acting as a custodian of brand's visual language. I am also accountable for creating unique and compelling marketing collateral that visually reflects brand identity across a wide range of creative processes. I provide art direction on photoshoots, filming and artwork. I design compelling print and digital artwork such as product brochures, packaging, expo banners, display advertising, eDMs and Social Media content. I successfully identify areas of opportunity to drive efficiencies and reduce cost. I ensure all creative output is delivered on time, in line with budgets and project constraints. I manage, lead and provide development to the junior Graphic Designer, ensuring all artworks are delivered in line with the brand guideline and on time.

SENIOR CREATIVE
Jurlique
2016 - 2019

Managing Australia and New Zealand business needs, end to end from brief to final production. Leading the creative direction across Australia and New Zealand markets. Briefing and managing photo and video shoots, including coordination of creative teams and budgets. Managing external partners, including media and production agencies, print suppliers and freelance designers. Working collaboratively with a range of stakeholders including Local and Global Brand, Digital and CIG Teams to ensure brand consistency and success. Working collaboratively with PR agency on the influencer strategy. Continuously improving omnichannel brand experience - ensuring consistent customer experience and customer-first design solutions. Problem solving through design thinking. Implementing industry best-practice standards and introducing new processes to drive brand innovation and excellence.

KEY HIGHLIGHTS:

1. Led ANZ market in video content strategy for use on e-Commerce and social media platforms as well as retail environment – digital display screens and outposts.
2. Successfully launched multiple campaigns using video:
*2017 Herbal Recovery Campaign - brand awareness increased by 200%, user engagement increased by 110%, consideration went up by 191.5%
*2017 Anti-Ageing Campaign - The video ad achieved +300% of its target sales within 20% of its budget. Video view rate was 29.05% (25% completion rate).
Assets were also deployed in other markets - Japan, UK and HK.
3. Led the execution of the Jurlique brand codes in the Australia and New Zealand markets across all campaigns and marketing activities during the global brand re-stage.

CONTACT

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EXPERIENCE

GRAPHIC DESIGNER
Jurlique
2015 - 2016

Responsible for development and execution of local marketing campaigns, digital content creation across multiple channels and platforms, packaging, VM/POS collateral and brand activations. Implementing global campaigns across Australia and New Zealand markets.

KEY HIGHLIGHT: Developed and executed creative assets for local promotional campaigns (Gift with Purchase) across multiple distribution channels - David Jones, Myer, Stockists, Jurlique Concept Stores and e-Commerce. Some of these campaigns were also successfully adopted in other markets - UK and US.

GRAPHIC DESIGNER
Slingshot Media Ventures
2014 - 2015

Well versed in different areas of design, I have successfully designed solutions for both print and digital media. Some of my key duties and responsibilities were meeting clients to discuss their objectives and requirements; understanding their needs and developing suitable concepts; estimating the amount of time needed to complete projects; designing different types of artworks and layouts as per brand guidelines; producing excellent visual solutions for print and digital (e.g. web banners, digital photo manipulation, newsletters, marketing materials like flyers, brochures, catalogues and posters); collaborating with web developers, copywriters, photographers, printers and illustrators to give the best service to the clients.

My focus was on developing solutions that are visually appealing and in common with the vision and values of my clients and their brand. Extensive creative work across a wide range of client portfolio: UniversalSONY, Disney, Fisher & Paykel, HAIER®, Breville®, Goodman Fielder, Foodco - Muffin Break, Jamaica Blue, SPC - Ardmona, Sun Rice, FUSIONHealth, 3M - Post-it®, Command, Scotch-brite®

KEY HIGHLIGHT: Developed and executed visual identity for Post-it® brand activation at TEDXSydney 2015

GRAPHIC DESIGNER
Squad Ink
2014 (3 months internship)

During my three months work experience at Squad Ink, an award winning design studio, I have been working on various branding projects, as well as print - brochures, packaging, stationery; and digital - online banners, newsletter, web. Some of the brands I have contributed to: Archie Rose Distilling Co., Regal Rouge, Batlow Cider, Grounds of Alexandria, Basset Espresso, La Prairie, Arent & Pyke Interior Design Studio, Tutu Du Monde, La Prairie Switzerland.

DESIGNER/CONSULTANT
St. George Web Design
2007 - 2013

I was meeting with clients on a daily basis, to discuss the desired look and feel of their site. My role then involved planning the overall layout and online strategy, organizing workflow to meet the timeframes, communicating and coordinating with other developers on web strategies, maintaining and updating existing websites (product uploads, content writing, image sourcing, photo manipulation, web banners, newsletters). I was also managing customers' accounts and administration.

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EXPERIENCE

VISUAL MERCHANDISER
MYER
2006 - 2007

My main purpose in this senior role was to follow national direction and management of all displays and seasonal promotions throughout, to ensure brand standards were upheld and the retail environment reflected the brand's image. I particularly enjoyed working with Luxury Brands, collaborating closely with their Marketing teams on exclusive product campaigns, such as the launch of Prada's first perfume, Calvin Klein Intimates or the introduction of designer label Alexander McQueen. As a team leader, it was my duty to motivate and train staff on guidelines and aesthetic expectations of the department store as well as individual brands - Australian Designers and International Luxury Brands.

VISUAL MERCHANDISER
David Lawrence
2002 - 2006

My primary responsibility was to translate the brand's vision into effective shop front displays and in-store merchandise, to connect with the target market and to achieve the best sales results. Therefore, a high level of communication with the Management was essential. Being a part of a marketing team, I frequently collaborated with the in-house Graphic Designer and Marketing Manager to design the most effective in-store marketing campaigns, to achieve successful sales results for all stores across NSW. I also held the responsibility of planning and executing new store layouts, creating window concepts and in-store set ups, as well as training staff in merchandising standards to carry out brand's vision and maximize sales.

EDUCATION

2012 - 2014

TAFE ENMORE DESIGN CENTRE
Diploma in Graphic Design

1997 - 2001

BUSINESS ACADEMY (Slovakia)
Business, Management, Marketing, and Related Support Services

PROFESSIONAL SKILLS

PHOTOSHOP	● ● ● ● ●	WORDPRESS	● ● ● ● ●
ILLUSTRATOR	● ● ● ● ●	HTML/CSS	● ● ● ● ●
INDESIGN	● ● ● ● ●	DOTMAILER	● ● ● ● ●
MS OFFICE	● ● ● ● ●	SOCIAL MEDIA	● ● ● ● ●
CREATIVE STRATEGY	● ● ● ● ●	BRAND IDENTITY	● ● ● ● ●
ART DIRECTION	● ● ● ● ●	VIDEO PRODUCTION	● ● ● ● ●
TEAM LEADERSHIP	● ● ● ● ●	PROJECT MANAGEMENT	● ● ● ● ●

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