

# RACHEL YOUNG

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## PERSONAL INFORMATION

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Address:  
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Marrickville NSW 2204

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## SKILLS SUMMARY

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- Advanced web development skills including strong Dreamweaver with strong raw code web editing skills and layout including CSS, some JavaScript using code development tools
- Ongoing customer service experience including inbound and outbound calls, face to face customer service, retail experience and customer account management
- Publishing and promotions experience not limited to sub-editing, layout, design and market research
- Promotional development including in store promotions, merchandising and marketing collateral creation and printing
- Ongoing digital promotion and online community management at all levels, strong involvement in blogging, Web 2.0 communities and technologies. Online community “guru”
- Exposure to print promotions including book, brochure and magazine publishing
- Advanced printing skills including photo lab management, hands on printing and colour management with some pre-press exposure. Includes prototype development, large format printing and high quality proof creation.
- Competent with all desktop publishing including Word, Excel and Access
- Intermediate skills with the Adobe Creative Suite (CS2, CS, 7.0) Advanced skills with Photoshop Elements, Photoshop and ImageReady; Beginner level InDesign and Illustrator
- General office assistant scheduling, event organization and administration skills
- Extensive volunteer and statement of work experience in the comic book industry

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## EDUCATION

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Diploma in Information Technology (Web Development)  
Certificate 4 in Information Technology (Web Design)  
Certificate 3 in Information Technology  
FujiFilm Maintenance Certification in Frontier 340 & 570  
High School Diploma and Preliminary HSC

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## WORK EXPERIENCE

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### **HomepageDaily**

#### **Editor**

September 2008 – Current

My position at HomepageDaily involves sourcing articles and other content from a variety of sources and to ensuring that the site maintains a strong and cohesive voice as well as to liaise with contributors and copyedit submissions. Skills required in this position include:

- Copyediting
- Use of a custom built Content Management System
- Creation of style guides for use by contributors
- Editing images for use on the web
- Tag management
- Utilising creative commons material
- Embedding media

## **Dinosaur Deals**

### **Customer Service Manager**

Dec 2007 to July 2008

In my role as the customer service manager for Dinosaur Deals I utilised my Customer Service skills as well as my knowledge of online systems. This role included the following:

- Customer Service
- Content Management System management
- Time and resource management
- Warranties, repairs and returns
- Assisting with creation of email newsletters - Creating copy, sourcing images and researching products.

## **Zammit Sales, Marketing and Publishing**

### **Creative Director**

May 2007 to Oct 2007

As the junior Creative Director in the Publishing arm of a Marketing and Promotions organization this position heralded experience in the following areas, primarily focused in brochure and book creation.

- Sub-editing and layout
- Account management and client negotiation
- Event management and assistance
- Illustration and design
- Prospect and client acquisition
- Corporate briefs and presentations
- Digital content creation and copy writing

## **Fiend Magazine**

### **Digital Promotions Assistant**

March 2007 – Present

This ongoing contract position has included freelance digital promotions work for a nation wide independent music and culture magazine. Statements of work have included:

- Market research in film and music distribution and promotion
- Online promotions and mail outs
- Digital content creation and layout
- Sub-editing and assistant to the editor
- Limited review copy writing

## **Image Comics**

### **Assistant to the Editor**

September 2007 – Present

Contract freelance work for a graphic novel publishing company this role has included online off shore work including:

- Artist and writer liaison
- Sub-editing copy
- Reviewing and selecting contributing artwork

## **Harvey Norman Martin Place (TechPlace Ltd)**

### **Photo Lab Manager**

December 2003 – May 2007

Promoted from an entry level position this long term role included:

- Staff management and training of subordinate staff
- Long term retail experience and customer facing service including till and order management
- Development of promotions to further emerging digital print business
- Merchandising management for entire branch including design and implementation of branch specific ticketing
- Stock management and inventory handling including inventory level forecasting and subsequent ordering
- Photo development and equipment handling with advanced FujiFilm development skills
- Vendor management within print industry including monitoring of service levels
- Photo restoration and digital manipulation and editing

## **WarrenEllis.com Forums/The Engine**

### **Community Administrator**

November 2000 – August 2007

As the primary online promotions and digital community for a major comic writer/novelist this volunteer administration position included committed digital promotion and community management. As one of only 6 administrators this was a high responsibility PR role for sites attracting several thousand regular daily visitors. Work included a variety of web management and digital PR skills not limited to:

- User management and administration
- Forum management and monitoring
- Digital content creation
- Liaison and negotiation with comic publishing contacts
- Copyright and intellectual property conflict resolution
- Web hosting management and web application management
- Large levels of networking and aid to editing comic book publishers and creators
- Included face to face convention work including ComicCon (US) as personal assistant to
- VIP Guests

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## **PERSONAL PROJECTS**

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Other volunteer and personal design work has included contribution to the following online communities:

- 3D texturing and graphic development for Second Life

- Moderating Panel and Pixel Forum
- Ongoing Blog Community contribution including Livejournal, Deviant Art, Twitter and Flickr
- Flash mob and meet organiser for online communities in Australia (Primary event organizer for Sydney Zombie Lurch 2006)
- Photographic portfolio contribution for local alternative models
- Creator and designer of NerdGirlArmy.com

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## REFEREES

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### **HomepageDaily**

Richard Neville  
0413 715179  
rneville@ozemail.com.au

### **Fiend Magazine**

Amaya Booker – Editor  
0404 805 855  
amaya@fiend-magazine.com

### **Harvey Norman**

Steve Mutton – Assistant Proprietor HN Martin Place  
0414 999 763  
stephen.mutton@au.harveynorman.com

### **Warren Ellis.com/The Engine**

Warren Ellis – Author  
[warrene@aol.com](mailto:warrene@aol.com)

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## ONLINE REFERENCES

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### **Linked in**

<http://au.linkedin.com/in/rachellyoung>