



Tia Penney

Profile

A results driven, efficient, art director, always enthusiastic, fabulous eye for detail, communication and brief execution skills. dedicated to film, photography, architecture, furniture design, food, and fashion. I am a creative with a working history in art direction, events, staging, interior design: generally making a space look as it should and always to brief

Objective

Development through the next exciting opportunity and challenge. I look forward to working in a dynamic, creative environment where I complement the culture and my motivation to experience new challenges, while working creatively will allow me to over deliver on my career goals.

2012 to current

Freelance art director stylist

Production styling and art direction for television advertising, content and print media. The company has developed in line with new clients and their needs. the urban showroom has completed many many interior design jobs both commercial and residential. Event styling and staging also play large roles within my business

October 2012 to 2014
International School of Colour and Design
Campaign Manager
www.lscd.edu.au

objective

The primary purpose of this role is to obtain enrolments in line with sales targets.

key responsibilities

- Actively build rapport and relationships with prospective students
- Plan and co-ordinate a calendar of campaigns
- Presenting calendar of activities, content and results to management on a monthly basis.
- Achieve and set enrolment budgets for each intake
- Plan and execute strategic campaigns to recruit new students
- Prepare a weekly quantitative and qualitative report for management

May 2008 to May 2012

unfil Pty Ltd
National Sales and Marketing Manager
www.unfil.com

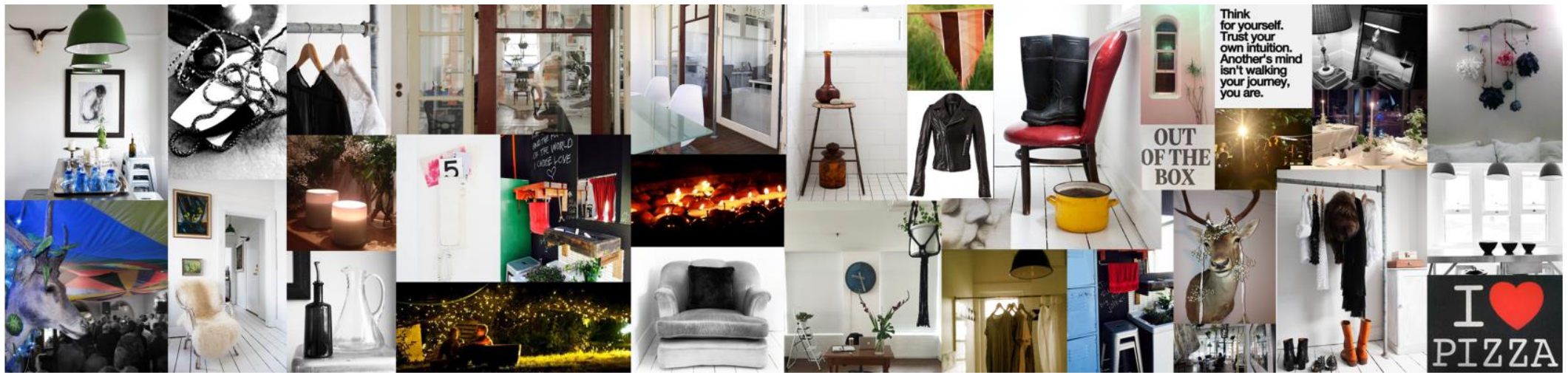
A distributor of internationally recognised home, design, baby and kitchen products with a 2011 \$6 million annual retail sales turnover. Brands include Pantone Licence.

achievements

- BRW Top 100 small business of the Year 2012
- Financial 09/10 sales growth of 80% across all brands in wholesale department
- Secured Myers Department store business indicated potential \$250K annually
- An immediate understanding of a business across numerous retail sectors

key responsibilities

- Manage National account base retailers included David Jones, Myer, Space, Top3 by Design
- Set and implement budgets
- Forecast stock buys to satisfy budgets and overall business needs
- Manage Marketing Department to secure unpaid editorial
- Plan, implement and assist management two National trade fairs annually
- Negotiate individual trading terms across independents and major retailers
- Secure best real estate in store and/or concept space to promote brands
- Work with international brands to implement international branding needs
- Liaise with logistics manager to satisfy lead time



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2020 /2021 set experience

Harris Scarfe Twisties	Art Director Art Director	The Producers Taxi Film Production	Director Gemma Lee Director Johnny Moubarak
Australian Women's Weekly Australian Women's Weekly Pepper Jack	Stylist Stylist Art Director	Noni Hazlehurst Evonne Goolagong Cawley The Producers	Photographer Chris Mohén Photographer Chris Mohén Director Mitch Kennedy
Anaconda Australian Women's Weekly Catch Xmas	Art Director Stylist Production Designer	The Producers Brooke Hanson Family Shoot The Producers	Director Luke Bickley Photographer Chris Mohén Director Jesse James Mcelroy
Office Works Inner Health	Art Director Art Director	The Producers The Producers	Director Luke Bickley Director Mitch Kennedy
Catch	Production Designer	The Producers	Director Jesse James Mcelroy



2007 to 2008

The Wardrobe Sydney

The Wardrobe Sydney a boutique fashion agency established 2007 I worked within this business assisting when a dear friend created her then new business. Becoming one of Australia's leading boutique fashion agencies, with offices in both Sydney and Melbourne.

Key NSW retailers including David Jones, Myer, Glue and General Pants group.

Marketing and public relations play key roles within this business working with publications Shop till you drop, Russh, Cleo, Cosmopolitan and PR agent Cirquate.

achievements

- Instrumental role in creating a successful new business
- Understanding and growing business when working within a new market place
- Introduction of systems and reporting within a new business
- Working with both new and established fashion brands/designers assisting with costing applied margins and negotiating trading terms

May 2004 to Feb 2007

JHFM

NSW Brand Manager

achievements

- First sales campaign within this business selling a 20% growth in NSW sales, a 7 week sales campaign \$1.4 million dollars written in sales
- PR events seasonally involving presentations to both boutiques and majors such as David Jones, an audience of 80 guests
- NSW Sales Manager Mela Purdie \$1.7 million dollars budget achieved key responsibilities
- Showroom sales, NSW's biggest sales agency representing 21 labels
- Setting and achieving both seasonal and or monthly budgets
- Sales and marketing to an account base of up to 500 stores across all labels
- Attending local and international sales conferences
- Writing and presenting sales reports
- Implementation and marketing key events assisting in overall brand awareness
- Attending trade fairs, New Zealand and Australian Fashion Week

key retailers David Jones, Orson & Blake

September 2003 to August 2004

Higgovale Licenced distributor MaxMara Australia

MaxMara National Wholesale and Marketing Manager

achievements

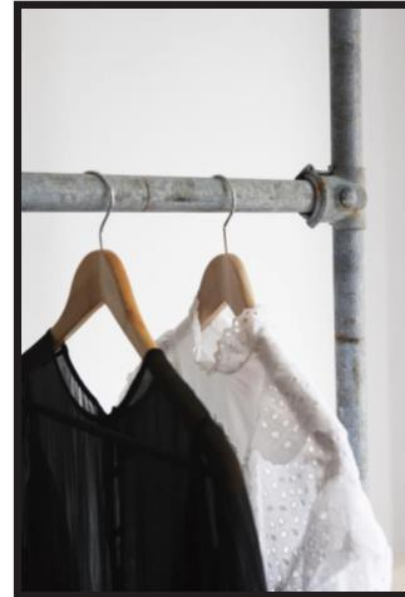
- Maintaining and establishing new relationships with Australia's highest end retailers
- Communication at all levels with Italian Head Office
- Secured advertising subsidies from Italian Head Office

key responsibilities

- Forecasting, budgeting and maintaining advertising and promotional plans, Harpers Bazaar, Vogue, Country Style and Gourmet Traveller
- Media showings of ranges in season to ensure continued editorial support
- Actively grow the wholesale business nationally across the three Max Mara brands
- Planning and organisation of wholesale campaign, communication required internationally
- Preparation and implementation of budgets

October 2001 to January 2002

Traveled throughout United Kingdom, Europe and Asia



November 1999 to October 2001

Bolina UK

Fashion and Accessories Buyer and Wholesaler

London Sales Manager

achievement

- Responsible for winning new wholesale business in a highly competitive market

key responsibilities

- Identifying new business potential while growing existing account.
- Working across different markets from Vivienne Westwood to Topshop
- Story board presentations with an ability to translate current and future trends
- International travel and negotiation with suppliers and customers.
- Attended international trade fairs to maximize product range.
- Ensuring delivery dates were met both within the UK and Europe
- Design and development of new product

1998

Travelled throughout the United Kingdom, Europe, the Middle East and Africa

1997

The Palmer Corporation, Makers of JAG Clothing

NSW Womenswear Sales Executive Wholesale

1997 JAG Head Office

NSW Sales Administrator

1996 Jag Store Manager

NSW Flagship Store JAG Queen Victoria Building Sydney

education, training

2012	Interior Design	Adobe Photoshop	Manual Drafting Skills	Product Design	Furniture Design
2013	Certificate IV in Design	Colour Theory	Elements and Principles of Design	Composition and order of design	Spatial Design and Product Design
1997	Business Administration	Computer Operations	Business Management	Book keeping & Accounting	Customer Communications
1997	Advance Certificate Youth Welfare	Studied Part-time for personnel development Volunteered working within youth welfare			