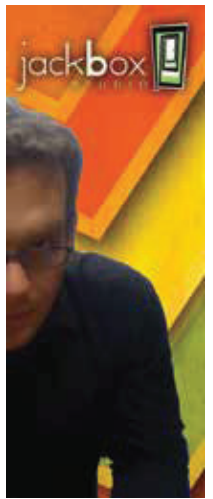


CARLOS FABIAN RESUME 2024



Carlos Fabian

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Mobile: 0404 021 467

Address: Gold Coast QLD, Australia

Linkedin: www.linkedin.com/in/hello-carlos-fabian/

With over 24 years of experience as a Brand Manager and Marketing Manager, both within corporate settings and as a freelancer, I bring expertise in driving innovative solutions and achieving exceptional results.

Throughout my career, I have had the privilege of collaborating with renowned brands such as Coca-Cola and leading advertisement agencies, as well as diverse organizations and industries like eCommerce Businesses, Real Estate & Construction, Finance, Legal, Medicine, Investment Funds, Credit Repair and more. My portfolio showcases a spectrum of projects, including the creation of award-winning animated content, notably recognized as the "2000 Award Winner of Best Flash Animation on Tokyopop.com in Japan."

As a former Web and Graphic Design Senior Lecturer for a reputable university and three prominent Australian colleges, I have earned my ability to understand and navigate group dynamics, particularly within team environments. This experience, coupled with my tenure as a Branding Manager, has equipped me with a deep understanding of client visions, expectations, and business backgrounds, consistently delivering outstanding outcomes, as evidenced in my portfolio.

Recently serving as the Brand Manager for Aspire42, I am leading initiatives to develop new brands and business models, leveraging market disruptions to create value effectively. My career goal is to join a forward-thinking company where I can leverage my creativity and management skills across Online Marketing, Advertisement, Design, Animation, Branding, and other internet projects. I am eager to contribute to a dynamic organization, embracing its culture while advancing into a management role where I can continue to nurture my passion for design, creative concepts, digital marketing, and advertisement, all while delivering customer satisfaction and building a unique portfolio.

I am excited about the opportunity to bring my diverse skill set and expertise and am very keen to discuss how my background aligns with the needs of your team. Thank you for considering my application. I look forward to the possibility of contributing to your organization's success.

Testimonial

Dmitry Kandov - March 4, 2014

Ausloans Pty Ltd.

" Carlos is a highly valuable resource to the company. He has a can-do attitude and no project is too hard or too big. He has a wide set of skills, from graphical design, to coding, to networks and server configurations. Some of his best attributes include his positive attitude, goal-oriented approach and his unwavering dedication to the job, often sacrificing personal time. It is a great pleasure to be working with Carlos."



Skills & Attributes

- Advanced Online Marketing and Advertisement Skills
- Advanced Branding Skills
- Advanced Art-Direction Skills
- Advanced Google Adwords and Bing Ads Campaigns Setup and Management Skills
- Advanced Social Media CPC Campaigns Setup and Management Skills (Facebook, Youtube, TikTok, LinkedIn, Instagram, Twitter, Pinterest and others)
- Advanced Team Management Skills (In-company and over the web: Elance.com / Freelancer.com)
- Advanced Web Design Skills
- Advanced Graphic Design Skills
- Advanced Web Development Skills (Html, Css, Wordpress, Joomla, Hubspot, Wix)
- Advanced Development of Multimedia Presentations / Video / Print / Other Medias
- Advanced Vector Graphic Animation Skills
- Advanced Adobe Photoshop Skills
- Advanced Adobe Illustrator & InDesign Skills
- Advanced Adobe Flash Skills
- Advanced Hubspot Platform Setup and Management Skills (Websites, CRM, Campaigns, Auto-responders and Platforms Integration)
- Advanced Wordpress Platform Setup and Management Skills (Websites and Platforms Integration)
- Advanced Mailchimp Setup and Management Skills (Campaigns, Auto-responders and Platforms Integration)
- Advanced Sharepoint 365 Enterprise Setup and Management Skills (Custom Interface, Users, Permissions, Groups and Document Libraries)
- Advanced Webhost WHM/Cpanel Setup and Management Skills
- Advanced Operational System Setup and Support Skills (Windows and Mac OS)
- Advanced Network Setup and Management Skills
- Advanced Hardware Setup and Support Skills (PC and Mac)

Teamwork, Enthusiasm, Motivation, Interpersonal Skills, Reliable, Flexible, Great ability to Teach and Learn.

Education Background

Adv. Diploma in Multimedia
ACIT – Australian College of Information Technology
December 2011

ICP30205: Certificate III in Printing and Graphic Arts (Graphic Pre-Press)
ACIT – Australian College of Information Technology
December 2010

TAA40104: Certificate IV, Training & Assessment
HBA Learning Centres
July 2009

Architecture Degree
UniRitter University
2000 – 2005



Employment Background

2023-Current

Credit One / Only Sales Group

www.creditone.com.au / OnlySales.com.au

Marketing & Advertisement Manager

- Marketing & Advertisement Campaigns (Google Ads, Meta Ads, LinkedIn, Twitter, Bing, others...)
- EDM Campaigns Management
- ROI Reporting and Platform Integrations
- Managing Graphic Design and Web Development Teams and In-house Projects
- Online, Email and Other Medias
- Media Buying Management

2022 - 2023

Aspire42 / Snaffle / Local Expert / MyMates Finance / A42 Foundation

www.aspire42.com.au / www.snaffle.com.au / www.localexpert.com.au

National Branding Manager

- Marketing & Advertisement Campaigns (Google Ads, Facebook Ads, Instagram, LinkedIn, Bing, others...)
- CRM and Marketing Automations
- Branding for Multiple Companies of the Group
- Creative Design / Graphic Art Concepts
- Managing Graphic Design and Web Development Projects In-house
- Online, Email and Other Medias Campaigns

2017 - 2022

FRD Group / FRD Homes / We Build Futures

www.frdgroup.com.au / www.frdhomes.com.au / www.webuildfutures.com.au

Marketing & Advertisement Manager / Branding Manager / Web Development Team Leader / Graphic Designer / IT Manager & IS Support

- Marketing & Advertisement Campaigns (Google Ads, Facebook Ads, Instagram, LinkedIn, Bing, others...)
- CRM and Marketing Automations
- Platform Integrations
- Branding for Multiple Companies of the Group
- Creative Design / Graphic Art Concepts
- Managing Graphic Design and Web Development Projects In-house and with Overseas Teams
- Online, Email and Other Medias Campaigns
- IT Infrastructure Support, Internal Systems and Network
- IT Support

2016 - 2017

Credit Clean Australia / MGE Enterprises

www.creditcleanaustralia.com.au

Marketing & Advertisement Manager / Branding Manager / Web Development Team Leader / Graphic Designer / IT Manager & IS Support

- CRM and Marketing Automations
- Platform Integrations
- Marketing & Advertisement Campaigns
- Branding for Multiple Products and Services
- Creative Design / Graphic Art Concepts
- Managing Graphic Design and Web Development Projects In-house and with Overseas Teams
- Online, Email and Other Medias Campaigns
- IT Infrastructure Support, Internal Systems and Network
- IT Support



2015 - 2016

FAMI - Future Asset Management International

www.fami.com.au

Marketing & Advertisement Manager / Branding Manager / Web Development Team Leader / Graphic Designer / IT Manager & IS Support

- Marketing & Advertisement Campaigns
- Branding for Multiple Funds of the Group
- Creative Design / Graphic Art Concepts
- Managing Graphic Design and Web Development Projects In-house and with Overseas Teams
- Online, Email and Other Medias Campaigns
- IT Infrastructure Support, Internal Systems and Network
- IT Support

2012 - 2015

1800Approved Finance Solutions / AusLoans Group

www.1800approved.com.au / www.ausloansfinance.com.au

Marketing & Advertisement Manager / Branding Manager / Web Development Team Leader / Graphic Designer / IT Manager & IS Support

- Marketing & Advertisement Campaigns
- Branding for Multiple Divisions of the Group
- Creative Design / Graphic Art Concepts
- Promotional Events and Giveaway Campaigns
- Managing Graphic Design and Web Development Projects In-house and with Overseas Teams
- Online, Email, Magazine and Other Medias Campaigns
- Managing Integrations of Multiple Platforms
- IT Infrastructure Support, Internal Systems and Network
- IT Support Franchisees and Brokers Australia Wide
- Creating Video Tutorials / Video Editing

2010 - 2012

CATC Design School

www.catc.edu.au

Webdesign Trainer / Adobe Flash Trainer / Adobe Photoshop Trainer / Adobe Illustrator Trainer / Pre-Press and Graphic Arts Trainer

- Creative Design / Graphic Art Concepts
- Typography and Design History
- Advanced Animation Flash Class
- Advanced WebDesign Flash Class
- Advanced Photoshop Class
- Advanced Illustrator Class

2008 - 2010

ACIT - Australian College of Information Technology

www.acit.edu.au

Webdesign Trainer / Adobe Flash Trainer / Adobe Photoshop Trainer / Adobe Illustrator Trainer / Pre-Press and Graphic Art Trainer

- Creative Design / Graphic Art Concepts
- Typography and Design History
- Advanced Animation Flash Class
- Advanced WebDesign Flash Class
- Advanced Photoshop Class
- Advanced Illustrator Class



2000 – 2008

AreaZero Design

www.areazero.com.br

Creative Director / WebDesigner / Co-founder

- Customer Relationship
- Team Leader
- Website Development
- Branding Development
- Flash Animation
- DVD Multimedia Presentation
- Graphic Design for Print

2000 – 2006

UniRitter Design University

www.uniritter.com.br

Adobe CS Trainer / Web & Graphic Design Trainer / Vector Animation Trainer

- Basic Flash Classes
- Advanced Animation Flash Classes
- Advanced WebDesign Flash Classes
- Advanced Graphic Design Classes
- Advanced WebDesign Classes

2000 – 2004

UniRitter Communication Centre

www.uniritter.com.br

WebDesigner / Creative Director

- Website Development and Updates
- Flash Animation
- Graphic Design

1997 – 2000

PMWeb Communication

www.pmweb.com.br

WebDesigner

- Website Development
- Flash Animation
- Graphic Design

References

Dwade Sheehan

Co-founder/Director

FRD Group / FRD Homes / WeBuildFutures

0402 225 334

John Stafford

Chief Operating Officer

Aspire42 / Snaffle / Local Expert /

MyMates Finance / A42 Foundation

0407 911 344

For more references please contact me



my Portfolio

www.WeBuildFutures.com.au
www.FRDhomes.com.au
www.FRDgroup.com.au
www.KegenixAustralia.com.au
www.CreditCleanAustralia.com.au
www.carlosfabian.com/myPortfolio/guilhermeliedke
www.carlosfabian.com/myPortfolio/zuber
www.fami.com.au
www.1800approved.com.au
www.carlosfabian.com/myPortfolio/resortinteriors
www.carlosfabian.com/myPortfolio/maquinafantasma
www.carlosfabian.com/myPortfolio/cocacola
www.carlosfabian.com/myPortfolio/bhlc
www.fastboatfinance.com.au
www.carlosfabian.com/myPortfolio/marine
www.VHSman.com



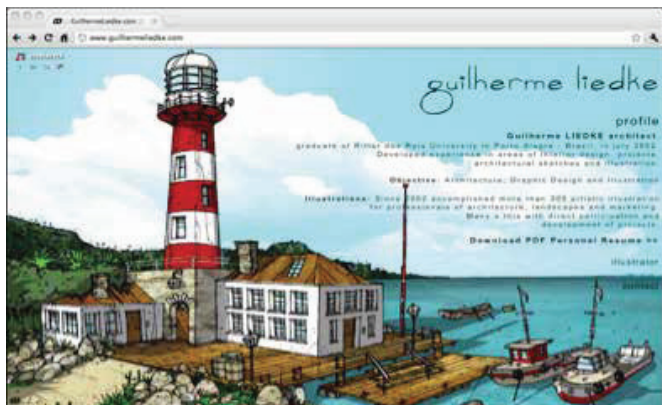
Some previews of my previous projects



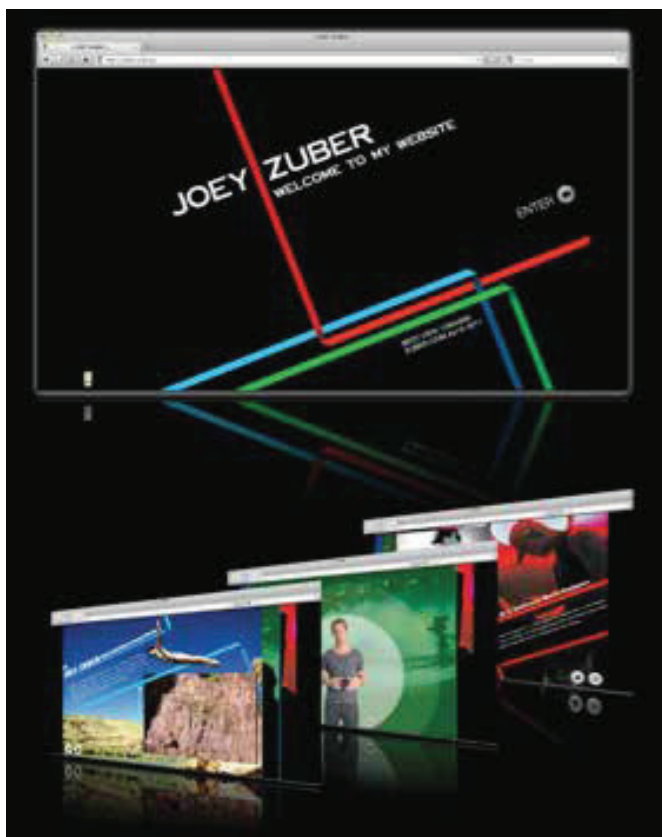
1800Approved Website
(Photoshop • Wordpress • PHP)
Responsive Design
www.1800approved.com.au
(2012-2015)



Some previews of my previous projects (continuation)



Illustrator Guilherme Liedke Website
(Photoshop • Flash • XML)
Personal Portfolio
www.guilhermeliedke.com
(2007-2012)



Joey Zuber Website
(Photoshop • Flash • FinalCut • XML)
Sports Consultant • TV Presenter • DJ
www.zuber.com.au
(2009 - 2011)



Resort Interiors International Website + Content Manager System
(Photoshop • Flash • PHP • Custom CMS)
Interior Design
www.resortinteriors.com.au
(2010 - 2013)