

# RUBY BOWDITCH



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## Overview

I'm a Multidisciplinary marketing and graphic designer blending strategy, brand, content and digital design. Experienced in running paid and organic campaigns end to end, with a sharp creative eye, hands-on mindset and drive to keep learning.

## Education

Diploma in Graphic Design  
• Coomera TAFE, QLD | 2025

Certificate IV in Design  
• Tighes Hill TAFE, NSW | 2023

Year 10 Certificate  
• St Peters Catholic College | 2022

## MARKETING & GRAPHIC DESIGN

Creative/Analytical Strategy

Meta Paid Ads

Organic Social

UX/UI

Web Design

SEO & Research

Illustration & Digital Media

Branding

2

Formal Qualifications

3-IN-1

Design, Marketing & Content

100%

Passionate & Committed

## Experience

Marketing & Communications | EQC Institute

FEB – AUG 2026

- Led web design, content publishing and digital media art direction, creating new course pages and improving the website's overall visual experience.
- Planned, executed and optimised paid and organic marketing across Meta campaigns, audience research, targeting, creative media design, A/B testing and reporting.
- Produced short-form video content end-to-end (filming, scripting, presenting, editing and delivered graphic design across publications, educational resources, and digital and print materials.

Culinary Arts, Waitstaff & Events | HOTA Bundall

JAN 25 – JAN 2026

- Delivered warm, attentive rooftop dining and bar service, proudly presenting art-inspired meals and cocktails.
- Embraced all restaurant procedures, from setup and service to menu knowledge, events and closing.

Admin Officer & Receptionist | Surfside Motors Tuggerah

FEB 2023 - NOV 2024

- Coordinated vehicle registrations, insurance, finance paperwork, stock control and filing systems.
- Supported sales operations through communication and promotional content.

## Software Toolkit

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Figma

Webflow

Procreate

CapCut

Canva