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# JACK W. HAMMOND

## EXPERIENCE / SKILLS

15/06/13 - Current

SALES REPRESENTATIVE

Eckersley's Arts & Crafts

Part Time

- △ Ordering and despatching stock, aswell as receipt of incoming orders
- △ Following up and resolving customer inquiries and complaints
- △ Opening and closing the store while complying with all security procedures
- △ Upselling product and use of a POS system

26/04/13 - 15/05/13

EXHIBITION CURATOR

Ambush Gallery

Comission

- △ Advertising, marketing and promoting the exhibition (Including interview on 2SER.FM)
- △ Solicitating sponsorship from various alcohol brewery's
- △ Strict adherence to deadlines on a bump-in bump-out schedule

17/01/12 - 21/12/12

OUTBOUND TELE-FUNDRAISER

Contact Centres Australia

Casual

- △ Promoting charities, selling raffle tickets and collecting donations via phone
- △ Outbound cold and warm calling at extremely high volumes
- △ Attending to customer inquiries, and complaints in a professional manner
- △ Fulfilling KPI's for the company and the charity client

## EDUCATION / QUALIFICATIONS

06/02/14 - Current

BACHELOR OF VISUAL ARTS

Sydney University (SCA)

Full Time

- △ Completed major in Photo Media
- △ Curation of 50 page magazine titled "The Outsiders Guide Vol.3 Soaked film" which included the works of 8 Photographers. Final product displayed as interactive digital publication.

08/02/10 - 01/12/12

CERT IV - PHOTO IMAGING

Sydney TAFE Ultimo College

Full Time

- △ Create and manipulate graphics
- △ Originate and develop concepts
- △ Colour theory and management
- △ Graphic design practice to meet industry needs

01/06/08 - 01/12/08

CERT III - DIGITAL IMAGING

Design Centre Enmore (DCE)

Full Time

- △ Setup audio equipment for live sound
- △ Audio scientific theory
- △ Technical audio production and recording
- △ Operation of a mixing board

01/02/08 - 20/11/08

CERTIFICATE OF ATTAINMENT

Aus. Centre for Photography

Full Time

- △ Camera basics of operation
- △ Camera craft one
- △ Camera RAW
- △

02/02/04 - 09/11/09

HSC - HIGHER SCHOOL CERTIFICATE

Mosman High School

Full Time

- △ Cert IV of Hospitality acheived during attendance of High School

References available upon request.





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## SUMMARY OF ACHEIVEMENTS

I have completed over seven years of formal training in visual arts. In the following section I set out some of the key skills I have developed over this time and demonstrate how I am able to apply these skills in practical ways. The list is a summary only and by no means exhaustive.

Ability to utilise creative online marketing strategies

These include native advertising, affiliate marketing, click through marketing, targeting niche and audience demographics, cross promotion, co-branding and advertising via third party social media page

I have created native advertisements for the popular Sydney based blog "Brown Cardigan" on six separate occasions, the most recent being in February of this year. According to web traffic site SimilarWeb.com, "Brown Cardigan" has a target audience reach of over 290 thousand unique visitors per month, 45.53% of those visitors being from Australia.

I am the self-publisher of The Outsiders Guide, an alternative book series with photos, maps, notes, and illustrations of the "outer" cultures and unusual/abandoned infrastructures of different cities. This series is sold in both print and e-book.

Four months ago I held a solo exhibition at Good Space Gallery in Chippendale, Sydney entitled "Land Of The Long White Cloud". To provide material for this exhibition I travelled for two months within various remote areas of New Zealand and captured photographs with 35 mm film. The exhibition was well received and I sold a number of the exhibits.

In July 2015 and in April of this year I photographed, designed and wrote two articles for the popular culture magazine and website Monster Children. According to Monster Children's media kit, their audience is "progressive, creative, design conscious and curious". Monster Children's audience consists of individuals who tend to have significant influence over their peer groups.

Late last year, Australia's fastest growing publishing brand Pedestrian TV posted an article which I photographed and wrote. The article was based on the lives of a group of people who live in Sydney's abandoned drains and waterways. According to their website, Pedestrian TV has a reach to over one million young Australians, most of who are between the ages of 16 and 35.

Any of the above referenced articles, publications and photoseries' can be viewed on:

[www.raptorblood.com](http://www.raptorblood.com)

[www.theoutsidersguidemag.com](http://www.theoutsidersguidemag.com)