



Krista-lee Peterson-Hopgood

kphdesigns.co@gmail.com
www.kphdesigns.com

Accomplishments

Education NZ Prime Minister Scholarship

The American School In Japan, Tokyo Japan.

Walt Disney Internship Marketing & Sales

Disney University, Florida USA.

Education

Bachelor of Design (Hons) Majoring in Visual Communication Design.

Massey University, Wellington campus.

References

Samantha Irwin

Marketing Director

Samantha.Irwin@visitzealandia.com

Gini Leatham

Senior Communications Advisor

Gini.Letham@visitzealandia.com

Michael Kelly

Creative Director

M.Kelly@massey.ac.nz

Employment History

Zealandia Te Māra a Tāne Eco sanctuary

Marketing Coordinator (August 2022 - July 2023)

Kelburn, Wellington

- Collaborating in campaign ideation phases, as well as the implementation through strategy and design.
- Creating social media content & plans; tailoring content to target audiences on different social media platforms.
- Curating monthly EDMs, shared via MailChimp as well as designing the quarterly newsletter print.
- Copy writing for blogs, EDMs, print collateral, campaigns & social media.
- Brand management; ensuring digital and print collateral design is always 'on brand'.
- Collaborate with other not-for-profit organisations within the community.
- Review and redesign print material such as maps, timetables, brochures, signage, and cafe menus.

Bloom Shine Events

Owner & Creative Director (2018 - 2023)

Wellington Region

- Spatial design through artistic displays and installations.
- Project management & liaising with vendors/contractors.
- Working within a range of budgets and resources.
- Showcasing organisations through brand activation.
- Social media accounts, emails & marketing strategies.
- Meeting with clients and collaborating with companies nationwide.
- Managing invoices and accounts.

CodeClouds

Graphic & Web Designer (April 2021 - June 2022)

Thorndon Quay, Thorndon Wellington

- Redesigning computer graphics, web page graphics, logos, illustrations, advertisements, brochures, web designs, email campaigns and many other forms of visual communication.
- Ensuring all delivered products or services adhere to the policies and standards of the company.
- Efficiently complete projects within a limited budget and time pressure.

Open Lab

Junior Designer (June 2020 - March 2021)

Massey University, Wellington.

- Building a stronger brand identity for Massey University's 'Student Services'.
- Project Managing videography/collaborating with videography artists.
- Directly working alongside clients to build rapport.
- Animating informative programs.
- Illustrating brand Identity Icons.
- Redesigning activity textbooks.



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The American School In Japan Junior Graphic Designer (2019 - 2020) Tokyo Japan

- Incorporating traditional designs into a modern brand.
- Logo Design.
- Expanding the brand through new identity concepts.
- Large format printing & signage.
- Illustrating & animating in-house content.
- Photographing school events.

Walt Disney World Cast Member & Disney College Program Internship (2017 - 2018) Lake Buena Vista, Florida USA

- Marketing and sales course.
- Insights into a large corporation, including product placement.
- Customer service and workplace culture exposure.

Voluntary Work

Friends of the Dowse Marketing Intern

The Dowse Art Museum, Lower Hutt (June 2019 - November 2019)
Managing social media platforms & regular Mailchimp campaigns.