

Elizabeth Richardson – Gold Coast Queensland

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Profile

Since 2009 I have been engaged as an E-Commerce Online Marketer, Business Developer, Web and Graphic Designer, Copywriter, Publisher, and Professional Photographer, quickly boosting my most recent client's business revenue by more than 67% until they were unable to manage the increase. Proven results so far in Real Estate, Organics, Wellness, Beauty, and Personal Development industries. My approach integrates creativity, specialized knowledge, and rigorous data analysis to consistently deliver tangible and measurable results. It's common to find me working longer than usual hours building progressive web apps (PWA's) and high converting landing pages, crafting lucrative Google Ads, constructing and optimising websites, improving SEO, and writing keyword rich articles. I love my work.

Key Capabilities & Experience

- Extensive experience designing and managing E-Commerce Websites as a WordPress and WooCommerce Specialist. Understands HTML and CSS.
- Successfully utilizes Strategic Marketing, Search Engine Optimization (SEO), Facebook Ads and Google AdWords (PPC), Search Engine Marketing (SEM), Email Marketing (Mailchimp) and Book Publishing, to produce results above and beyond the ordinary.
- Very creative as a Copywriter, Professional Photographer and Content Creator and currently reaching for even higher levels of Graphic Design artistry. Highly proficient with Adobe Photoshop, Adobe Illustrator and Adobe InDesign and performs effective Video Editing.
- Eager to explore innovative business concepts, take steps to build strong foundations, evolve business and marketing plans and write reports. Proven ability to lead, coach and educate in a variety of fields and provide business mentoring when needed.
- Has a firm grounding as a small business owner, developing and maintaining client/customer relationships and assisting with research, planning, implementing ideas and savvy Business Development.
- Proficient with Microsoft and Adobe software, use of servicing tools, Zoom, Skype etc. Extremely high level of computer literacy.
- Exceptional communication and negotiation skills. Understands and interacts effectively with people from all socio-economic backgrounds, cultures, and life experiences.
- Excellent presentation, interpersonal and networking ability. Natural born problem solver and extremely well organised. Calm under pressure, focused and adaptable.

Certification

- Advanced Search Engine Optimization
- Advanced Web Analytics
- Advanced Content Marketing
- Advanced Social Media Management
- Google Advertising (PPC)
- Search Engine Marketing (SEM)
- Graphic Design
- WordPress and WooCommerce
- Small Business Management
- Adobe Photoshop
- Adobe Acrobat
- Adobe Indesign

Career Summary

Business Development - E-Commerce Web Designer - Advertising and Marketing Manager at Organature® Australia.

Sub-Contractor/Marketing Director

Jan 2010 - Mar 2020

- Took ownership and defined my own role, producing outstanding results in a short time.
- Google Ads Returning 10 to 30 times the cost. Facebook Ads the same.
- Business Revenue Boosts producing increases of more than 67% over the last 14 months.
- E-commerce Websites, Online Shops, SEO and Graphic Design.
- Business Analytics, Social Media Marketing and Comprehensive Reports.
- Training staff online, writing multiple procedure manuals and remote collaboration to ensure I was given quality content to promote the business properly.
- Providing professional advice and producing 12-month Marketing Plans, including defining customer profiles and writing Mission, Values, Goals Statements etc.
- Produced a downloadable catalogue which included thousands of products. Newsletter and Article Writing and so much more ...
- I worked with Organature® on a casual basis for more than 10 years. The last 14 months I was engaged intensively and full-time and it saved their business and got them back on track for easier and continued success.
- SEE THE CASE STUDY: <https://elizabethrichardson.info/work>

Landing Pages – Ghost Writing – Promotions - Events for Sandra Bravo International Speaker.

Sub-Contractor/Website and Marketing Manager

Apr 2017 - Jan 2019

- Trusted with access to financial and various business login details.
- Book compilation and publishing in print and kindle editions.
- Assistance with reaching Amazon best seller status.
- Professional and Casual Photoshoots and Videography.
- Website Design, Graphics and Book Cover Designs.
- Promotional Material. Landing Pages. Video Editing.
- Provided event support, refined the format, meet-up groups collaboration and more ...
- SEE THE WEBSITE HERE: <https://sandrabravo.tv/empowering-australian-speaker>

Web Designer - Content Creator – Graphic Designer at Celebrity Websites.

Owner/Sub-Contractor

Jun 2014 - Jan 2020

- Multiple client management and relationship building. Designing websites, business brainstorming, creating content, providing advice, implementing ideas.
- Responsible for making payments on client's behalf, keeping records and invoicing.
- SEE THE DESIGN PORTFOLIO HERE: <https://www.behance.net/elizabethrichardson>

Creative Director - Lifegames Photography.

Owner/Professional Photographer

Jun 2007 - Nov 2018

- Managed multiple clients, built strong relationships and word-of-mouth referrals.
- Provided customers with an experience to uplift their spirits and improve self-esteem.
- SEE PHOTOGRAPHY PORTFOLIO HERE: <http://photos.elizabethrichardson.info>

Publisher - Author at 500 Confessions.

Owner/Copywriter

Mar 2011 – Jan 2018

Writer and publisher of eight books. Created YouTube channels and produced over one hundred self-development videos. Shared advice on how to become a Best Seller on Amazon. Book cover designing, typesetting, formatting, ghost-writing, marketing.

- SEE YOUTUBE CHANNEL HERE: <https://www.youtube.com/user/elizabethrichardson>
- SEE MY AMAZON AUTHOR PAGE HERE: <http://amazon.com/author/elizabethrichardson>

Teacher – Build Your Own Website Classes.

Sub-Contracted by Foster Community House

2009 - 2010

- Creation and development of a program to teach groups of small business owners how to build their own websites on a budget.
- Liaising with the Community House Coordinator and other stakeholders.
- Managing, assisting, advising and training participants.
- SEE COURSE OUTLINE: <https://elizabethrichardson.info/teacher-build-your-own-website>

Most Recent Education

Diploma of Graphic Design

2022 – 2023

Further Education

Certificate IV in Business (Small Business Management) from Chisholm Institute Wonthaggi Victoria

Market Research. Analyse and present research information. Coordinate business resources. Profile the market. Analyse consumer behaviour for specific markets. Research business opportunities. Business development. Establish business and legal requirements. SWOT analysis. Financial planning. Report on financial activity. Promote the business. Undertake further business duties.

Testimonials

Having her on my team is priceless!

"Elizabeth has come up with some real magic that I didn't even know was possible. She's made a big difference to the quality of my business, shows great attention to detail and settles for nothing less than the very best. Having her on my team is priceless. She is my producer, editor, director, writer, inspiration, motivation, creative genius and so much more."



STEPHEN J. KOSMYNA
Success Ocean International

Every business & entrepreneur needs her!

"Elizabeth is such a gift to have not only in my business but in my personal life too! She adds so much value to everyone around her. Her initiative and the quality of her work is gold! She is the person that every business & entrepreneur needs in order to succeed! She's self driven, focused on the task, a FANTASTIC writer & AMAZING photographer too! Blessed to have found her."



SANDRA BRAVO
Sandra Bravo Live

Orders like we've never seen before!

"Hi Elizabeth, you are being praised for the fantastic website. We are receiving numerous comments how great it looks and how easy to find things. It is certainly providing the results intended. We are receiving orders like we have never seen before, instant purchasing! If you were close by we would take you out for dinner, it will wait until you come over one day, serious!"



PETER & MAUREEN BYL
Organature Shop Online

Other Courses & Trainings

Property Developing (Bob Andersen – Billion Dollar Developer), Professional Counselling (AIPC), trained to lead Group Therapy Workshops (Ken Windes – The Game), completed Money & You, Creating Wealth and Powerful Presentations (Robert Kiyosaki - author of Rich Dad Poor Dad), and studied Strategic Intervention (Tony Robbins and Cloe Madanes).

Licences

Current Driver's Licence, reliable car, and the ability to travel if needed.

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"Looking forward to hearing from you." – Elizabeth Richardson