



ANGIE HAMMOND

speaker · marketer · mentor

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ABOUT ME

For the past 14 years I have owned my own Marketing Consultancy, which has grown into more of a marketing mentoring service over the years. My talent is matching businesses to opportunities.

I started Garnish because I saw a gap in the market for small businesses to have access to a complete marketing service without the massive headaches and without having to hire an army of contractors to make their businesses work effectively. Identifying gaps in markets and making connections is one of my strongest skills.

Over the years and throughout my various roles I have listened, learnt and absorbed. I guess you might describe me as someone who shakes things up a little. I've been described as a "do-er", the way I see it, if it needs to be done and there is good reason for it then seriously – just get on with it. I am a bit of a perfectionist and like a job done well. I am fully able to delegate and stay in the strategy position but I will get involved as I see fit.

I have been heavily involved in networking for a number of years now, so much so that in the early days of Garnish I started my own networking club called Business Connector and ran that for approximately 3 years. I found that this helped me to build trust in my brand (which was just me back then), it worked – we still have some of these customers to this very day.

The part of my role I enjoy most is to inspire people. I love the first meeting because my brain literally explodes with ideas and I know the client walks away feeling excited and energised after our meeting. This is why I work well in board and mentoring situations as it is often a round table discussion type scenario and I can quite often clear out the clutter to get to the why, the objective and the how's of the concept and then devise action plans and assign stakeholders.

I am a confident, organised and approachable person who thrives on a varied and heavy workload and I have a passion to get the desired results. I like to speak to groups of business people and am happiest when I am up on stage in my element inspiring people. I have had a plethora of facilitation experience as well and currently mentor for the government, which I find very rewarding.

I am looking for new opportunities to further my career, and will happily undertake any training courses to ensure I achieve this.



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EMPLOYMENT HISTORY



Garnish Marketing Feb 2006 – Present

Managing Director

Approximately 14 years ago I had a dream to start a small business marketing company, turning it into a reality and a successful one has been one of the best things I have done on a professional level. Garnish develops innovative and captivating Marketing Campaigns for our clients.

Garnish Marketing is a Marketing Consultancy that specialises in the Manufacturing and Distribution Industries. Understanding what these types of companies need in order to market themselves is what we are really good at. Please feel free to review a selection of our work online <http://www.garnish.com.au>

Pacific Air Cargo – Brisbane – May 2006 – Feb 2007

Marketing Executive

Being the Marketing Executive for a small freight forwarder opened my eyes to the world of logistics. It is a complex and interesting industry. I spoke to talk to all kinds of people on a daily basis, trying to help them figure out the best plan of action and freight rate for them to move their products/items. I became involved with Austrade and The Business Councils of Australia to try and grow the PAC profile. My role was to predominately look after our existing clients and grow the business in other ways (whichever way I deem appropriate)

Harris & Nugent Fabrics – Brisbane – Jan 2006 – March 2006

Marketing & Development Manager

As Harris & Nugent's Marketing & Development Manager I looked after all aspects of promotion and development of the brand and company in general. I devised a new e-mail campaign and worked on updating their old website. Plans were put in place for national advertising and marketing material. I was also responsible for organising and managing their QLD functions.

Harris & Nugent also have a retail decorator shop, which I managed. Part of my role was to look at sales and see if the samples were actually generating any sales. There were many plans for Harris & Nugent to help them to grow and become more professional; however budget constraints have made this impossible and so I ended the contract there.



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Interlink Commercial Furniture – Sept 2005 – Dec 2005

Sales representative

At Interlink my role as sale rep involved me calling on clients who had either not been serviced for quite some time or who had not really had much to do with Interlink at all. I developed relationships with these clients, which in turn helped to bring in the projects. I learnt all about the range of furniture and installation that Interlink offers. I also am now confident to advise customers of what office desking solution might be the best one for them.

My responsibilities included following up on leads and send out expressions of interest when tenders arose, attending networking functions and generally getting the good name of Interlink (now UCI) out in the marketplace. I am happy to discuss why this contract ended so soon.

Mokum Textiles - Sydney and Brisbane (August 2002 – Sept 2005)

Sampling Manager within marketing dept

Managing the sampling programme, from selection of product to dispatch into markets. This includes liaising with suppliers and mills and sample makers around the world. As Care and Warranty Manager, I would give advice to customers and staff alike. I would asses each claim and decide based on facts what the outcome would be. This particular role meant that I was in constant contact with clients, diplomatically appeasing and solving the situation promptly.

I developed a Technical Guide, which I presented and used as a training guide to all NZ and Australian staff and customers. I also developed technical specifications for each product in the vast range, which are now posted on the website. I really enjoy doing presentations and training the team. www.mokumtextiles.com.au

Another part of my role was to manage two sampling warehouses in Sydney and Memphis as well as playing a major part in the Auckland based warehouse operations.

Monkwell Fabrics - Bournemouth UK (November 2001 – June 2001)

Marketing Assistant

Assisted in all marketing & sampling, as well as helping to design & organise set up of international exhibitions & launch events & managing the prop warehouse. Ordering and processing orders for displays and sampling, chasing mills and sample makers. I was heavily involved with the flagship store, on the King's Road in Chelsea, London.

Chase Manhattan Bank - Bournemouth UK (July 2000 – October 2000)

Reconciliation Clerk Clerical role: – reconciling accounts, archiving and admin duties.

Managing and creating PowerPoint Presentations for training staff in various banking areas, some of these training sessions were to 200+ people, I also got involved with the training section of the bank, helping people to understand certain sectors of banking, including reconciliation & bonds.



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Colefax & Fowler - London, UK (Sept 1998 – August 1999) Prestigious Textile Company (UK based)

Sampling co-ordinator

Sampling co-ordinator's role included costing and planning launch and release of sampling. This included setting up of trade shows overseas and in the UK. Assisting with launch events and getting everything ready for media releases. Liaising with suppliers, manufacturers and sample makers. This role has basically smoothed the path for my future growth.

EARLIER CAREERS

Holloway White Allom, London (March 98 – Sept 98)

Secretary to Quantity Surveyor & Marketing assistant

Outsource Australia Melbourne Australia (April 97 – Nov 97)

Mail room supervisor & trainer

Dorling Kindersley (publishing) London (March 95 – Nov 96)

Department secretary, proof reading and admin duties. This role was initially in Children's production where I proof read the books, and then tested any kits manufactured to ensure their safety and that they actually worked.

Part time positions: - I have held numerous part time positions in retail, hospitality and admin roles. I am happy to discuss these if you need to know more.

BOARD EXPERIENCE

Between 2013 & 2015 I volunteered my time for 18 months to sit on the board of the Nambour Alliance – a not for profit peak body for business, events and community in the town of Nambour in Queensland. During my tenure on the board my contribution was vast. I single handedly re structured and re designed their marketing systems, including developing a new website, newsletter system and grew their social media audience substantially. I also developed a number of campaigns for major events and competitions taking place in the town. I was also responsible for ensuring that the strategic plan for all committees of The Nambour Alliance were scheduled and planned out.

As part of the role I would often MC at the local Networking events often as an impromptu request.

As a result of being on this board I have now (2016) been asked to come back under a paid arrangement (through a Government grant) to facilitate workshops and develop a strategy for the town to leverage all of the major events that take place in the region.



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MENTORING AND FACILITATION EXPERIENCE

I have been on the panel for the Government run initiative “Mentoring for Growth” for the past four years. In that time I have helped a number of businesses to 1. Understand what they need to do to improve their marketing and 2. How to best pitch that to their specific target market.

An experienced facilitator, I have also been involved in taking groups of business owners on a journey of marketing discovery.

I enjoy holding workshops or facilitating sessions with business owners, I believe that this is great to get your team to buy into your company values and gives them ownership of their direction.

In the past I have been called on to facilitate workshops for a number of key organisations including

- 2019 Trip to Gladstone to be part of a panel for a series of mentoring chats with various Gladstone based businesses
- 2015 Sunshine Coast Destination Food Trail Conference – Marketing Facilitator
- 2015 Generation Innovation – Marketing Facilitator
- 2016 Mentoring for Growth Couch Panel – Noosa Connect event
- 2012 / 2013 / 2014 Public Speaking workshop for Redcliffe Dolphins (Rugby League Team)

SPEAKING EXPERIENCE

Some of the more recent engagements include:

- 2020 – Series of 7 speaking engagements across the Sunshine Coast library system on Small Business Marketing
- 2020 – BOTS networking group – on Unpacking Marketing
- Nambour Alliance Business Grant Fulfillment – leveraging off of major events in the region workshop facilitation and presentation
- 2016 Mentoring for Growth Small Business Week Speaker
- 2015 National Manufacturing Week – side stage presenter
- 2015 Bayside Business Expo – presenter for side room
- 2014 Business Booster Event – keynote speaker and organiser of event

- 2012 – John Flett Open day – Presented on Communication
- 2012 Rural Marketing Roadshow in Roma, Miles and Dalby – supported by the Maranoa Regional Council
- 2011 Business Connector Networking Club – Owner and often sole speaker, MC and organiser of events

Presenting on these topics

- What to Market
- Getting a Marketing Result with the right pitch
- Lead Generation for Industry
- Unpacking Marketing
- Small Business Marketing



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QUALIFICATIONS, EDUCATION AND TRAINING

Completed Education

- 9 x GCSE's (UK secondary schooling qualifications) – Bonus Pastor RC school
- 3 x A levels (UK year 12 qualifications) – Christ The King Sixth Form college
- Cert of Higher Education in 3D Design – Bournemouth College of Arts
- B Tec in Photoshop, Auto Cad, Illustrator - The London College of Printing
- Advanced Specialised: - Upholstery & Drapery cleaning course
- University of Life (read more here) <https://au.linkedin.com/in/angie-hammond-3311b14>

Planned Education

AICD [Foundations of Directorship](#) and [Company Directors course](#) (if required)

PERSONAL

Interests:

I am a keen triathlete. Since December 2018 I have completed the Half Ironman in Busselton in Western Australia, Hell of The West in Goondiwindi in February 2019, then in March 2019 I smashed the Half IM in Taupo, NZ. I had been focusing on the smaller sprint distance events, which are fun and a great way to get into the sport of Triathlon, but now definitely prefer the longer more endurance-based events. I am looking forward to May and competing in the Port Macquarie Half Iron Man event.

My Husband is a keen Triathlete with two full Ironman titles under his belt and he has also completed a number of Half IM's. Our two children are aged 10 & 11 and absolutely love the sport too. Both of them are Regional and State Swimmers. (Proud mum)

Other Interests

I have just written a book www.unpacking.com.au which I am currently marketing as well as a side-line project.