

Codi Tiedeman

Graphic Designer | Marketing & Business

Education & Qualifications:

 Codi Tiedeman

 coditiedeman@gmail.com

 0428 052 001

Visit my Portfolio: www.idocdesigns.com

Professional Summary:

I'm a multidisciplinary marketing and creative professional with a background spanning graphic design, marketing strategy, brand development, social media, content creation and integrated campaign execution.

My career has taken me across healthcare, leisure & recreation, entertainment, hospitality, casino gaming, education and sport, giving me experience working across both B2C and B2B environments. I combine creative thinking with strategic marketing to develop campaigns, content and brand experiences that are not only visually engaging, but purposeful and commercially driven.

My strength lies in bridging the gap between the idea and the execution, taking a brief, developing the creative direction and customer journey, coordinating the moving parts and bringing campaigns to life across digital, social, physical and in-venue channels.

With a Bachelor of Business majoring in Marketing and a Bachelor of Design majoring in Graphic Design & Visual Communication, I bring both the strategic and creative sides of marketing to the table.

Awards:

National Gold Marketing & Communications Award - 2025 & 2026
Australian Swim Schools Association (ASSA)

Recognised with the National Gold Marketing & Communications Award for Rackley Swimming marketing campaigns, including Trev's Winter Adventure (2025) and Trev's Turtle Club (2026). These campaigns were recognised nationally for their strategic approach to customer engagement, retention, creative execution and integrated marketing communications.

References:

Alana Jones
Chief Marketing Officer - City Venue Management

Roger Hawke
Brand Manager - City Venue Management

Please notify me if you would like to contact my references.

Bachelor of Business | Marketing Major
2019 - 2023 | Griffith University, Gold Coast QLD

Bachelor of Design | Graphic Design & Visual Communications Major
2019 - 2023 | Griffith University, Gold Coast QLD
Awarded Griffith Award for Academic Excellence 2021 & 2022.
(Placed in the top 5% of students across the University).

Marketing Internship in Seoul, South Korea.
8 week internship | Nov 2022 - Dec 2022.
IDP Education (Marketing department)

Marketing Internship with the Gold Coast SUNS
AFL Association (Marketing department).
12 week internship | Nov 2021 - Jan 2022.

Diploma of Business | Jan 2017 - Dec 2018
Prestige Training Service, Gold Coast QLD

College Basketball in British Columbia, Canada.
Camosun College | Aug 2019 - Mar 2020.

High School Certificate | Graduated 2018 from
Varsity College, Gold Coast QLD.

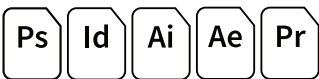
Additional training & licenses:

- QLD, Australia - Casino License
- Risk, Compliance & Financial Crime Training
- Responsible Service of Gaming (RSG License)
- Current First Aid Certificate
- Open Australian Drivers License

Skills:

Highly proficient in the entire Adobe Creative Suite

including InDesign, Photoshop, Illustrator, and more.



Microsoft 365 Suite & Google Workspace



Wordpress



Adaptable and willing to learn new applications and software if required.

Work Experience:

My career has evolved across marketing, graphic design, digital communications, campaign management, content creation, events and brand development, with broad in-house marketing experience spanning multiple industries, business environments and countries.

I combine strategic marketing thinking with hands-on creative capability, with a particular strength in turning ideas into purposeful campaigns and bringing them to life from concept through to execution.

Campaign & Social Media Lead

City Venue Management | October 2025 – Present

I lead marketing, social media, content and integrated campaign execution across City Venue Management (CVM) and its portfolio of brands, including Rackley Swimming. Working across a large network of aquatic, leisure and sporting venues, including Olympic athletes, my role combines strategic marketing with hands-on creative execution to develop campaigns that engage customers, strengthen brand presence and support business growth and retention.

Key responsibilities include:

- Lead the development and execution of integrated marketing campaigns (Brand wide top-line campaigns to refined purpose driven retention or acquisition campaigns) across digital, social and in-venue channels.
- Develop campaign concepts, customer journeys, promotional mechanics, content strategies and campaign rollouts.
- Manage social media strategy, content and influencer activity across Instagram, Facebook and TikTok.
- Create and coordinate digital and physical marketing assets including EDMs, social content, video, posters, flyers, signage, venue activations and promotional collateral.
- Lead seasonal retention and customer engagement campaigns, including the 2026 Trev's Turtle Club Winter Retention Campaign, which I conceived and managed from concept through to execution.
- Manage campaign partnerships and sponsorship activations, integrating partners into customer-facing campaigns and experiences.
- Support the planning, promotion and content creation for major events, community initiatives and industry activations.
- Coordinate campaign implementation across venues, working closely with frontline teams to translate marketing strategy into the customer experience.
- Manage promotional operations including competition mechanics, terms and conditions, registrations, QR-code journeys, prize draws and customer communications.
- Develop marketing initiatives that support customer acquisition, retention, brand awareness and community engagement.
- Contribute to award-winning marketing campaigns, with Rackley Swimming achieving three consecutive Australian Swim Schools Association (ASSA) National Gold Marketing & Communications Awards.

Social Media & Multimedia Specialist

April 2025 – October 2025 | City Venue Management

I joined CVM in a creative-focused role supporting the graphic design function across a multi-brand business, with a focus on social media, multimedia and visual content. As my role developed, I moved beyond creative production and became increasingly involved in campaign conceptualisation, strategy, customer journeys and campaign execution, ultimately progressing into the Campaign & Social Media Lead position.

Gaming Marketing Coordinator

Jan 2024 – March 2025 | The Star Gold Coast

Results-driven Gaming Marketing Coordinator with a proven track record in campaign execution, creative content creation, and compliance management in the entertainment, gaming, hotel, leisure & hospitality sector. Adept at delivering on-time, on-budget projects while aligning with legal standards and brand objectives. A strategic thinker with a keen eye for trends, skilled in storytelling, digital marketing, and data analytics to enhance customer engagement. Excelled in developing innovative strategies that boost brand presence, on-property engagement, streamline member communications, and elevate the overall guest experience on the gaming floors and in private gaming rooms.

Marketing Business Partner

Sep 2022 – Oct 2023 | Integral Diagnostics

Promoted to Marketing Business Partner to spearhead healthcare marketing, medical liaison, and business development initiatives. Successfully crafted high-impact promotional materials, managed key events, and strengthened stakeholder relationships, leading to increased referrer numbers and market share in the region. Recognised for driving strategic growth and brand awareness through targeted campaigns, while upholding the company's core values. Played a pivotal role in planning GP education events, awareness campaigns, and community fundraising initiatives, all receiving exceedingly positive stakeholder feedback.

Marketing Assistant

Nov 2021 – Sep 2022 | South Coast Radiology

Handpicked for a newly created role tailored to my potential, providing comprehensive support to the Business Development Manager. Managed digital communications, content creation, and the development of marketing materials that elevated brand visibility. Streamlined administrative processes, launched new communication channels: EDMs and advertorials, and enhanced stakeholder engagement. Contributed to major campaigns, site launches, and the consistent delivery of high-quality content across all media platforms.

Additional retail & hospitality experience from the following major companies:

- Nike
- JW Marriott Gold Coast Resort & Spa
- O'Brien Group Catering Australia
- The Star Entertainment Group