

# Graham Forsman

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Brand Development and  
Marketing Communications

## Professional Experience

### New Zealand Organisation for Quality

**National Communications Manager** · July 2015–November 2018  
**Communication and Administration Officer** · 2013–2015

NZOQ is a non-profit organization dedicated to supporting corporations improve their product or service quality by educating and promoting the principles of quality management and best practice.

As the National Communications Manager, I was responsible for managing internal and external communications.

- Devised communications strategies
- Established brand identity guidelines
- Developed marketing initiatives
- Designed marketing collateral
- Managed financial resources
- Modernized workflow and processes
- Coordinated events

★ NZOQ Special Service Award recipient—awarded 2018 in recognition of outstanding service to the organization

### New Zealand Business Excellence Foundation

**Brand and Marketing Management** · 2016–2018

NZBEF supports corporations in their efforts to improve overall business performance and achieve world-class levels of performance, productivity, and capability.

When it became a subsidiary of NZOQ in 2016, I implemented digital marketing initiatives and developed a brand strategy to unify identity and messaging.

### Asia-Pacific Quality Conference

**Marketing Management and Event Planning** · 2016

APQO Conference 2016 was the largest quality assurance conference ever held in New Zealand, attended by over 350 international delegates from 23 countries.

I devised a full digital marketing strategy and assisted with sponsorship procurement and event planning.

★ 2016 Tourism New Zealand Business Events Award winner

## Freelance Work · 2019–now

### Brand and Marketing Strategist

- Brand Design and Development
- Marketing Strategy
- Web and UI/UX Design
- Print Design and Video Editing
- Communications Planning
- SEO and Content Strategy
- Copywriting

I work with organizations and individuals to create expressive brands, sustainable marketing strategies, and high-quality websites and marketing collateral.

## Skills

### Software and Applications

- **DESIGN** · Photoshop, InDesign
- **UI/UX** · Sketch, Figma
- **VIDEO** · Final Cut Pro X
- **MARKETING** · Facebook Ads, Mailchimp
- **CRM** · Daylite, Insightly, Capsule
- **OFFICE** · Word, Excel, PowerPoint
- **FINANCE** · Xero, Stripe, Braintree

### Technical Skills

I have extensive experience developing for the web with HTML and CSS, and a familiarity with basic PHP and MySQL syntax/structure.

## Education

**Massey University** · 2009–2012

**Bachelor of Communication**

Media Studies and  
Marketing Communication