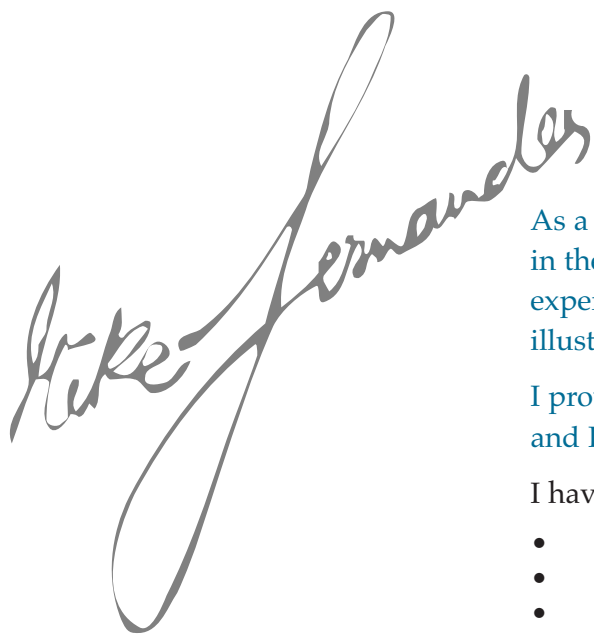


Mike Fernandes

CV



As a qualified and creative all-rounder with over thirty years in the communication industry I have gained substantial experience in copywriting, speech writing, graphic design, illustration, marketing concepts, photography and presentation.

I provide a very high standard of communication copy & art and I specialise in results oriented marketing and advertising.

I have worked with many organisations including:

- Airmark Consolidators
- Arthritis Foundation
- Australian Executive Harbour Charters
- Australian Federation of Credit Unions Ltd
- Australian Gastroenterology Institute
- Beeldman Marketing Services
- Best Western
- The Bounty
- Beyond Noosa
- Commonwealth Bank
- Concept Financial Services
- Cornerstone Financial Planning Group
- Credit Union Financial Services Ltd
- Credit Union Savings Reserve Board
- Exact Fulfilment Services
- Exact Pilates
- Exclusive Smart Repairs
- Good Health Solutions
- Government Technology Event
- IBM
- Implementation Soft
- International Music Festival
- Japan Festival Inc.
- Kembla Grange Racecourse
- Konica Australia
- Masterton Homes
- Mercure Grand Hydro Majestic Hotel Blue Mountains
- Moneyplanners Pty Ltd
- Niche Travel
- NSW Tourism Awards for Excellence
- NSW Fisheries
- NSW State Forests
- NSW Police
- Office Furniture Design
- Quay West
- Solutions for Pain & Injury
- Star City
- Sydney Convention & Visitors Bureau
- The Credit Centre
- Thomas & Coffey Australia
- Toner Australia
- UDIA
- The Vandenberg Group

Contact Details

Mobile 0418 233 311

mike@mikefernandes.com

www.MikeFernandes.com

Operated as a copywriter & marketing/advertising specialist for:

- Arthritis Foundation
- Australian Executive Harbour Charters
- The Bounty
- Credit Centre
- Exact Pilates
- Thomas & Coffey
- The Vandenberg Group

Designed & produced merchandise, uniforms, incentives & awards for:

- Australian Executive Harbour Charters
- The Bounty
- Japan Festival Inc
- Thomas & Coffey

Designed the branding/corporate identity for:

- Commonwealth Bank Autobank/Keycard (Original)
- Concept Financial Services
- Cornerstone Financial Planning Group
- World Congresses of Gastroenterology
- UDIA National Conference
- The Credit Centre
- Airmark Consolidators
- The Vandenberg Group
- Toner Australia
- Kembla Grange Racecourse
- Moneyplanners Pty Ltd
- Implementation Soft
- Exclusive Smart Repairs

Wrote & produced successful bids/award presentations for:

- Sydney Convention and Visitors Bureau
- Southern Cross Hotel
- Quay West
- Star City
- Hydro Majestic
- 2000 Sydney Olympics (Tourism Award)

Designed and produced internal publications for:

- IBM
- NSW Police
- Konica Australia

Web page copywriter and/or designer for:


- ExactFulfilment.com.au
- Solutions4pain.com.au
- MikeFernandes.com
- Implementation Soft (impsoft.com.au)
- Training-Games.com.au
- DoublesHandball.com

Designed, photographed and produced annual reports and corporate publications for:

- Commonwealth Bank
- Australian European Finance Corporation,
- Australian Federation of Credit Unions Ltd
- Department of Industrial Development
- Credit Union Savings Reserve Board

Designed and produced display material/posters/signage for:

- SCVB
- Japan Festival
- NSW Fisheries
- State Forests of NSW
- Central Coast Waste Board
- Commonwealth Bank

A large, stylized handwritten signature in black ink that reads "Mike Fernandes". The signature is written in a cursive, flowing style and is positioned on the left side of the page, overlapping the first few bullet points of the first list.

A large, stylized handwritten signature in black ink that reads "Jake Hernandez". The signature is slanted upwards from left to right and is positioned on the left side of the page, overlapping the first few rows of the table.

Advertising/Marketing

Ideas/Concepts

Business Makeovers

Businesses for Sale

Business Start-ups

Illustration

Copywriting

Graphic Design

Internet Design/Marketing

Conferences/Conventions

Award Presentations

Bid Documents

Photography

Safety Programs

3D

Social Media Marketing

Inventing

Services

From strategy to complete campaigns

The creative edge that makes one product more successful than another

Barriers to marketing success must be found and overcome. An economical fine-tune can make a huge impact on how you present yourself, your product and/or your service

Optimising the value of a business for sale prior to presenting to the open market. Exit strategy includes business plans, future marketing direction and image building. I can dramatically lift the perceived value of your company using a variety of methods

From product development through all stages of business development - I've learned one heck of a lot through my own mistakes so I can help you avoid yours!

Clay modelling, cartooning, line & tone - a variety of styles

Hard sell, emotive, humourous - any media

Annual reports, branding, brochures, posters, leaflets, stationery, web pages, newsletters - any collateral

Web page design, copywriting, sales letters, email direct marketing

Registration documents, programs, certificates, name badges, signs, plaques, satchels, giveaways - whatever!

Unusual, elegant or just plain stunning ways to secure elusive winning points

Bids with impact and pin point accuracy

Specialised, unusual, creative - Photography as a design element and to communicate ideas/concepts

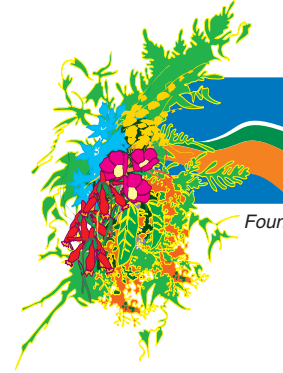
Falls prevention for the elderly and safety incentive systems for the workforce - designed to create a 'culture' of safety.

Architectural models, medical imaging, prototypes, logo design & conversion, whatever! The game is wide open . . .

A whole new ball game and I'm on to it!

A range of products from brand new sports to marketing items to serious needs. I have a series of products at various stages of development and I'm looking for strategic alliances - So call me!

Mike Hernandez



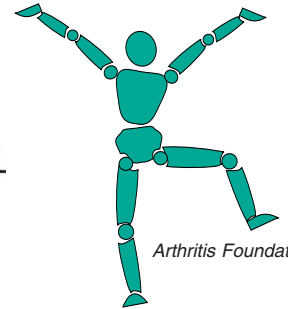
Foundation for Disabled



Our freight system works.



New South Wales Tourism Awards for Business Excellence



Arthritis Foundation



VANDENBERGH FINANCIAL SERVICES

NO RISK



implementation soft

MONEYPLANNERS

