

Andrew Trenaman

GRAPHIC DESIGNER • EVENTS & MARKETING SPECIALIST

0423 373 041 | Andrew@TDE.Services | Wagga Wagga, NSW

----- PROFESSIONAL SUMMARY -----

Results-driven marketing and communications professional with a proven record in crafting compelling digital and traditional content, innovative design, and effective web development and photography. Adept at coordinating both corporate and community engagement initiatives, I have successfully orchestrated large-scale campaigns, managed cross-functional teams, and integrated multi-channel strategies that drive measurable results. With a robust background in graphic design using the full Adobe suite, I bring strong leadership, strategic vision, and creative execution to every project. My capacity to work simultaneously at both a macro and micro level ensures that my creative work delivers a true grass-roots impact, resonating with the full spectrum of a brand's audience. I thrive in dynamic environments and am ready to contribute my versatile skill set to a new, ever-evolving role.

----- PROFESSIONAL EXPERIENCE -----

CLUB TEAM MEMBER

Wagga RSL (2025 - Present)

Actively involved in bar service, gaming floor operations, and courtesy bus driving, giving me direct insight into our patron behaviour and preferences. This hands-on experience has deepened my understanding of effective engagement strategies and opportunities for operational improvements. I bring ideas to enhance patron interaction, drive repeat visits, and optimise ROI through better service and strategic initiatives.

SELF-EMPLOYED/OWNER + OPERATOR

(2023 - Present)

Operating under TDE Services, specialising in graphic design, brand identity development, and high-end event services.

- Conducted in-depth competitor analysis, resulting in the creation of impactful brand identities.
- Delivered customised event experiences for corporate and individual clients, exceeding expectations.
- Developed ongoing stakeholder engagement strategies to boost customer retention & brand sentiment.

COMMUNITY ENGAGEMENT ADVISOR Bendigo Community Bank Canberra & Regions (April - October 2024)

During my 6-month contract, I led the Community Engagement & Marketing team, reconnecting eight local branches with their communities post-rebrand. Drove demand for in-branch experiences, boosted digital engagement, and fostered business growth through strategic initiatives.

- Built strong grass-roots relationships with customers.
- Developed outreach initiatives, reducing acquisition and retention costs.
- Managed events and stakeholder engagement, driving new-to-brand sales.

YOUTH & COMMUNITY DEVELOPMENT PROJECT OFFICER

REROC (2023 - May 2024)

Leading the Marketing & Events team in planning and executing large conferences, managing digital and print marketing, web development, and attendee and corporate sponsor engagement.

- Successfully negotiated and maintained partnerships with high-end corporate sponsors.
- Implemented targeted digital marketing strategies, significantly increasing attendee engagement.
- Elevated the overall branding and visibility of REROC through effective design and marketing initiatives.

TEAM MANAGER

JM Productions (2017 - 2024)

JM Productions is a Wedding and Corporate Event Entertainment Service. Led small teams in coordinating wedding planning, entertainment, and photography services.

- Successfully managed multiple projects under tight deadlines, ensuring client satisfaction.
- Fostered strong client relationships through effective communication and engagement.
- Achieved positive feedback and testimonials, highlighting exceptional service delivery.

ADMINISTRATIVE TRAINEE

REROC (2022 - 2023)

Day-to-day administrative needs of the office. The role evolved to include supporting RFQs, stakeholder engagement, and youth and community development efforts. Played a key role in assembling and facilitating three annual conferences with over 100 attendees each, while also producing content and graphic design as needed.

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PORTFOLIO OF WORKS: WWW.TDE.SERVICES/THISISME

----- QUALIFICATIONS ----- EDUCATION -----

Responsible Service of Alcohol
Advanced Responsible Conduct of Gambling
CCH11070141 Exp. 06/10/2026
NSW Class C Driver Licence (No. 23 350 948)
NSW Gen. Construction Induction (No. CCH11070141)
Working with Children Check (No. WWC2380018E)

Bachelor of Laws (Ongoing), University of Canberra
2023 - Present
Certificate III in Business (Business Administration),
Australian College of Commerce & Management | 2022

----- REFEREES -----

Cr **Timothy Koschel** GAICD JP

Regional Manager, Bendigo Bank and Former Client of TDE Services
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E koschel.tim@wagga.nsw.gov.au

I am fortunate enough to have worked closely with Timothy in two capacities. As Regional Manager, he oversaw the eight branches I was responsible for reconnecting with their communities post-rebrand. He has insight into my strategic initiatives, which drove demand for in-branch experiences, boosted digital engagement, and fostered business growth. And from a macro level, has witnessed the impact my efforts made in strengthening customer relationships, developing outreach initiatives, and managing events that contributed to new-to-brand sales not only across the eight branches I looked after from a community engagement perspective, but across his greater Region.

Additionally, Tim was a client of the marketing wing of my business, TDE Services, during his council re-election campaign, where I led his PR, community engagement and digital strategy. Group I's digital campaign saw a 9,000% increase in impressions and a 22,000% growth in engagement, contributing to two successful party member elections, with a third narrowly missing out. Making our campaign one of the most successful Local Government campaigns in NSW recent history.

Our professional relationship spans both corporate and community/charitable spheres, showcasing my ability to drive engagement, build connections, and deliver measurable results across different sectors.

Joshua McKenzie

Former Owner-Operator, JM Productions
M 0434 573 777
E joshua.mckenzie10@det.nsw.edu.au

I worked under Josh's leadership at JM Productions for seven years, coordinating wedding and corporate event services. In this role, I led small teams to deliver seamless event experiences, balancing entertainment, photography, and planning under tight deadlines. Through strong client engagement and strategic project management, I contributed to JM Productions' reputation for exceptional service, earning consistent positive feedback and testimonials. Josh can speak to my ability to manage multiple projects, foster client relationships, and ensure high-quality event execution.

As Josh looked to retire, I was honoured with the opportunity to purchase JM Productions from him, and it now stands in its evolved form as TDE Services.