

SUMMARY

- Creative copywriting: in-house magazines, blogs, press releases, web copy and social media.
- Managing content-based projects with multiple stakeholders and branding requirements.
- Excellent working knowledge of website email marketing Content Management Systems (CMS).

CAREER HISTORY

MARCH 2016 - PRESENT

FREELANCE COPYWRITER & EDITOR: *VERACITY CONTENT*

JULY 2015 – MARCH 2016

PROJECT OFFICER (CONTRACT): *UNIVERSITY OF SURREY*

I was responsible for developing, project managing and executing a number of high profile, campaigns at the University which focused on stakeholder engagement and customer experience. These included the National Student Survey, Welcome Week and the Shape Your Surrey student survey.

Key achievement:

Under the guidance of the Vice-Chancellor I transformed the 2015 Annual Review from a traditional printed publication into a multi-channel, digitally focused campaign resulting in the highest level of Facebook and Twitter interactions seen for an Annual Review at the University.

MARCH – JULY 2015

CAMPAIGNS OFFICER (CONTRACT): *UNIVERSITY OF SURREY*

I coordinated events, email campaigns, advertising campaigns (off-line and print) and content production (including video) across multiple faculties and international offices, that contributed toward the overall student attraction and recruitment plan.

AUGUST 2013 – DECEMBER 2014

MARKETING MANAGER: *THE OXFORD GROUP*

The Oxford Group provides leadership, coaching and training for the world's leading organisations.

I led a team of three in the deployment of the client engagement and acquisition strategy, in addition to undertaking copywriting, content planning, social media and campaign planning.

Key achievements:

- Revitalising the organisation's content marketing strategy by auditing existing content, developing a content calendar and creating new and repurposed content.
- Leading the redevelopment of the Oxford Group's website from concept to completion in seven months including: project management; designing the site's new architecture; re-writing content to improve SEO; and collaborating on user best practice and visual design.
- Developing and executing an integrated communications strategy to launch the book: *5 Conversations: How to transform trust, engagement and performance at work*. As a result, the book reached Amazon bestseller status in three categories and received media coverage in leading HR and management publications.
- Expanding the company's use of social media, in particular Twitter and Slideshare, growing the Twitter following by over 30% and refreshing our presence on LinkedIn.

- Launching and writing a new blog for The Oxford Group
- Expanding their email marketing capability to include three automated nurture programmes, data capture forms and campaigns featuring dynamic content.

JANUARY 2012 – JULY 2013

MARKETING EXECUTIVE (CONTRACT): XPERTHR

XpertHR is a comprehensive online resource providing HR professionals with guidance on employment law, HR strategy and HR compliance. My role was focused on:

- Generating new leads by planning, writing and executing timely and targeted online content campaigns integrating social media, email marketing and advertising.
- Optimising our presence on partner sites and developing channels to reach new prospects through content marketing, membership programs and email-based lead nurture programs.
- Writing effective marketing tools to support telesales and field sales teams.
- Coordinating attendance at relevant events in the USA and UK to build brand awareness.

Key Achievement:

Working with the XpertHR USA team to coordinate their successful attendance at the USA's largest HR conference, SHRM 2012. Furthermore, I developed a social media strategy and suite of sales collateral to leverage our participation at the event for this newly launched product.

JUNE 2011 – OCTOBER 2011

SENIOR MARKETING EXECUTIVE (CONTRACT): SCIENCE MUSEUM, LONDON

This was a project-based role focused on executing off-line marketing campaigns to drive visitation to the Museum and enhance the customer experience. I produced all copy for the projects I worked on.

Key Achievements:

- Digital Signage Project: I worked with multiple external and internal stakeholders, revenue-share partners (including IMAX and Metropolis Entertainment) and production companies to scope, develop and execute eight promotional videos, for the new digital signage system, enhancing up-sell of paid attractions and visitation to free galleries.
- I Developed new third party ticketing promotions (National Rail 2-for-1), and launched an SEO project to improve sales for the Red Arrows 3D and Legend of Apollo 4D cinema experiences.
- I managed creative development of branding, print materials and Facebook advertising for the Museum's PLAYER Live Gaming Festival, attracting over 2,000 visitors.

APRIL – JUNE 2011

PROJECT MANAGEMENT SUPPORT ASSISTANT (TEMPORARY): SCIENCE MUSEUM, LONDON

MARCH 2007 – MARCH 2011

MARKETING OFFICER: THE WORKSHOPS RAIL MUSEUM (QUEENSLAND MUSEUM)

A diverse role working across multiple channels, to plan and implement event and tourism based campaigns to raise the profile of, and drive attendance to, The Workshops Rail Museum (TWRM).

Responsibilities:

- Writing and producing offline communications including a quarterly magazine, targeted printed material, print and outdoor advertising campaigns.
- Managing public relations and media activities, including writing all press releases.
- Creating content for, and monitoring, the Museum's digital presence on its own and external websites, email marketing and social media platforms.
- Developing and implementing customer research projects using online research tools.
- Brand guardianship of the Museum, Queensland Government and partner brands.

- Evaluating TWRM's marketing strategies against attendance, media and budget targets.

Key Achievements:

- I developed TWRM's ENews program from inception, increasing the original database by 200% over 18 months through improvements to content; direct marketing campaigns; on-site promotional activity; and promotional partnerships with external organisations.
- I delivered integrated communication plans for the Museum's programme of annual events and exhibitions on time and to budget. These events secured an average \$60,000 per event in publicity and contributed to an overall 100k visitors each year.

NOVEMBER 2008 – JANUARY 2009

ACTING MARKETING MANAGER: *THE WORKSHOPS RAIL MUSEUM (QUEENSLAND MUSEUM)*

Responsibilities:

- Delivering the marketing strategy for the *Day out with Thomas 2009* event including managing media opportunities in line with *Thomas & Friends* licensing and branding guidelines.
- Overseeing visitor complaint resolution via liaison with Museum staff and transport authorities.
- Planning and implementing local domestic tourism focussed advertising activities for 2009 in consultation with tourism bodies, local tourism operators and design agencies.
- Working with the Visitor Services Supervisor to coordinate the work of Front of House staff to support marketing activity.

Key Achievement:

- The *Day out with Thomas 2009* event attracted 32,000 visitors and over \$90,000 in publicity.

AUGUST 2005 – FEBRUARY 2007

MARKETING & ADMINISTRATION COORDINATOR: *P4 GROUP (COMMUNICATIONS CONSULTANCY)*

Responsibilities:

- Supporting the P4 team including reception, general administration, and finance.
- Assisting in preparing sponsorship proposals, presentations and communication strategies for clients such as Warner Brothers, Suncorp and Warner Village Theme Parks.
- Developing sponsorship bench-marking and target databases.
- Managing sponsor events within the Brisbane International Film Festival (BIFF) 2006.

Key Achievement:

- Working with Brisbane City Council and BIFF to successfully develop and deliver the first *BIFF in the Burbs* outdoor cinema program of five events in July 2006, attracting over 1500 people. The success of the 2006 event has led to it being included as a permanent fixture of the BIFF program.

OCTOBER 2003 – DECEMBER 2004

EVENTS MANAGEMENT INDUSTRY PLACEMENT: QLD CONSERVATORIUM, GRIFFITH UNIVERSITY

I managed the staging and promotion of the sell-out *2003 Conservatorium Choral Spectacular*, *Simply Sondheim Musical Theatre Concert*, *Alumni in Action* and *Confluence World Music* concert series.

TERTIARY EDUCATION & CERTIFICATIONS

- **2016 – Award in Digital Copywriting – Institute of Direct & Digital Marketing**
- **2008 – Graduate Certificate Business – Public Relations: QUT – GPA 6.3 (Distinction); *Major studies: public relations, media campaigns, integrated marketing communications.**
- **2004 – Bachelor Degree Business: Leisure Management: Griffith University – GPA 6.73 (High Distinction); *Major studies: marketing, management, tourism, events management.**