

ANDREA BELL

SENIOR DIGITAL PRODUCER
DIGITAL CONTENT PRODUCER
PRODUCT MANAGER
PROJECT MANAGER
DIGITAL MARKETING STRATEGIST
VIDEO EDITOR
SOCIAL MEDIA MANAGER
WRITER AND COPYWRITER

ABOUT

Senior Digital Content Producer and Marketing professional with over fifteen years' experience in the broadcast, film, print, BVOD, VOD, eCommerce and digital industries. Proven track record growing broadcast and online audiences, engagement and digital products, working across multiple roles, including Senior Digital Content Producer, Product Manager, Project Manager, Social Media Manager, Digital Marketing Strategist, BVOD Manager and Broadcast Program Writer. Currently self-employed and contracting through my digital consulting business Screen Queen. Previously engaged by Seven West Media as a Senior Digital Content Producer, Product Manager, Project Manager and Digital Strategist responsible for Seven West Media's trade marketing website, inside7.com.au, Seven West Media's digital trade marketing and corporate social communications, #7Upfronts and Seven Network's trade marketing EDM.

Prior to joining Seven West Media, was TV and Video Managing Producer at Yahoo!7, commencing in 2009 to transform Channel 7's catch-up TV service into the PLUS7 product. Wrote the 65 episode children's Game Show 'Sharky's Friends' for the Nine Network Australia in 2007. Was a co-writer for the children's Game Show 'It's Academic' in 2008. Career passion lives in writing and producing original video and digital content, and growing online audiences and communities.

EDUCATION

GRIFFITH UNIVERSITY

2005 - 2007 | Bachelor of Film and Screen Media Production

DIGITAL INTELLIGENCE INSTITUTE

2018 | Certificate Course in Web Design, Development and Coding

MTC AUSTRALIA

2020 | Certificate III in Micro Business Operations

THE UNIVERSITY OF SYDNEY

2022 | Full Stack Web Developer
Currently studying - Graduating November 2022

EXPERIENCE

December 2021 - February 2022

ROSEMARY HEALTH

Senior Digital and Content Manager (Contract)

- managing multiple digital & social media channels including providing reporting and monitoring key metrics
- developing and delivering partnership marketing strategies and campaign activities
- writing channel relevant copy and collaborating with other creative resources on visual content
- CMS operation and updates
- growing a consumer health brand
- analytics and insights with Google Data Studio
- copywriting and proofing website and brand content
- creating content for paid social campaigns

CONTACT DETAILS

Location: Sydney, NSW
Mobile: 0449 194 025
Email: Andrea.Bell28@gmail.com
www.linkedin.com/in/andreajoanbell/

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EXPERIENCE CONT_

June 2019 - present
SCREEN QUEEN
Digital Director

SCREEN QUEEN CONTRACTS

October 2021
A BIGGER CANVAS
Digital Marketing Producer

- EDM strategy and production
- website build
- webinar CMS build, strategy and management
- content creation and copywriting

May - August 2021
SYDNEY FILM FESTIVAL
Digital Marketing Coordinator

- plan and execute the Digital Marketing Strategy for Sydney Film Festival social media and digital channels (YouTube, Facebook, Instagram, Twitter, LinkedIn, eNews, website, ticket sales)
- write and create content for SFF social media channels, including video, gif, image and text graphics content
- analyse and report on online marketing campaigns including organic and paid search, email, affiliate, display and social
- build pages and update content on SFF website sff.org.au
- use data to gain insights into website performance and provide and execute ideas on how to increase SFF audience and engagement
- consult Google Analytics Dashboard to report on key data and statistics daily
- devise, plan, write, produce and distribute Sydney Film Festival eNews. Example: bit.ly/3fXkxmz

January - April 2021
BIG SPLASH MEDIA and Australian Community Media
Senior Digital Content Producer and Digital Marketing Strategist

- Project Manager, UX/UI and wireframe designer for build of exploretavel.com.au
- Content Producer for population and migration of content of exploretavel.com.au
- social media strategist, producer and moderator for explore travel social channels (Facebook, Instagram, YouTube)
- daily editorial and strategy decisions for exploretavel.com.au
- daily video, news and written editorial content production for exploretavel.com.au
- explore travel eNews strategy, production and distribution. eNews example: bit.ly/3ygnMgE

November 2020
chaneleatsalot.com

- Website consulting and online store website design and build

September 2020
chenxiang.com.au

- brand and logo design
- website splash page

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EXPERIENCE CONT_

June 2020 -present
shareoosh.com.au

- website design and build
- website content updates through CMS
- newsletter production
- production of digital assets

June 2019 - present
metropoolandspa.com

- eNews production and distribution
- segmenting and targeting of database audiences
- analytics reporting on eNews performance and strategy to increase subscribers, open rates, click through and revenue
- example: bit.ly/3w2XnRo

September 2018 - December 2019

SEVEN NETWORK

Senior Digital Content Producer and Strategist

- social media strategist, producer and moderator for #7Upfronts 2019 and 2020. Both trended to #1 across Australia
- post content strategist and digital producer for 2019 and 2020 #7Upfronts
- daily editorial and strategy decisions for inside7.com.au
- daily video, news and written content updates for inside7.com.au
- SWM trade marketing EDM strategy, production and distribution to support network priorities and campaigns. Campaigning and implementing strategies to attract new subscribers
- writing and ensuring all Seven West Media trade and corporate communications remain on brand and continue to establish and evolve SWM branding
- website traffic analysis and report writing using google analytics
- using insights to develop and implement strategy to grow audience and convert to sales revenue (+340% users since I started managing [inside7](https://inside7.com.au))
- Closed User Group pages for clients and SWM staff
- content producer and social media strategist for Seven's corporate social accounts across Twitter @SevenNetwork and LinkedIn Seven Network and Seven West Media accounts

May 2016 - September 2018

SEVEN NETWORK

inside7 Content Producer and Product Manager

- daily editorial and strategy decisions for inside7.com.au
- daily content updates for inside7.com.au
- EDM strategy, production and distribution to support Seven West Media trade marketing messages, priorities and campaigns
- site traffic analysis and report writing using google analytics
- using insights to develop and implement strategy to grow audience and convert to sales revenue (+340% since I started managing [inside7](https://inside7.com.au))
- Closed User Group secure login pages for clients and SWM staff
- Social Media Moderator and Producer @ChangeTheGame
- daily editorial decisions for @ChangeTheGame (SWM trade marketing Twitter account)
- daily copy writing and posting of content to @ChangeTheGame in line with Network program and trade priorities

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EXPERIENCE CONT_

May 2016 - February 2018

SEVEN NETWORK

Content Producer and Product Manager, HbbTV and Freeview

- daily editorial decisions to feature content across Freeview platforms, devices and apps for 7, 7TWO, 7mate, 7flix in line with Seven Network programming priorities
- daily monitoring and updates of missing images in Seven Network EPG (Electronic Program Guide)
- daily troubleshooting of video in Massive CMS
- liaising with Freeview to ensure product is consistent across menus and services
- constant monitoring and measuring of audience behaviour and product growth and review of strategy to maximise trends and developments

October 2014-January 2016

YAHOO!7

TV and Video Managing Producer

- manage a team of seven video editors and producers
- edit, encode, upload, schedule and publish the online video content for PLUS7, Sunrise, The Morning Show and The Daily Edition to respective Yahoo!7 TV and Channel 7 websites, social media platforms and accounts, including Facebook, Twitter, Tumblr and YouTube
- write headlines, editorial and social media articles to support Channel 7 TV episodes, program launches and daytime programs
- official online recap writer for My Kitchen Rules 2015
- TV video, digital content, broadcast integrations, social media strategy, production and implementation
- write, film, edit and publish exclusive video content for Channel 7 & Yahoo!7
- stay on top of industry developments in digital and video production and social media trends
- liaise with Channel 7 Broadcast Centre Melbourne, Martin Place and external overseas content providers to ensure content is delivered on time via live feed, ftp and drop box to meet publishing deadlines
- Quality control of video and publishing standards in conjunction with Ad Ops, Sales, Video Ops, Web Dev

November 2009-October 2014

YAHOO!7

TV Multimedia Producer and Video Editor

- Edit, encode, upload and publish the online video content for PLUS7, Sunrise, The Morning Show, The Daily Edition
- Write headlines, editorial and social media articles to support Channel 7 TV episodes, program launches and daytime programs

April 2008-June 2008

SEVEN NETWORK

Co-writer 'It's Academic'

April 2007-July 2007

NINE NETWORK

Writer 'Sharky's Friends'

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SKILLS

Technical Skills

- Advanced Final Cut Pro, Pro Tools, AVID, Premiere Pro, Adobe Creative Suite (select applications), Canva, Microsoft Office Suite
- Advanced EDM software - mailchimp, emarsys, salesforce
- Advanced CMS operation and content management - Wordpress, silverstripe, voodoo, Adobe AEM, Wix, AWS
- Advanced website building, content creation, uploading and metadata entry, scheduling and publishing
- Advanced planning and collaboration tools Trello, Jira, Miro, Smartsheet, Confluence, Google Docs
- Advanced online copy writing: website, editorial, EDM, social media, press releases, print
- Advanced Social Media Management (primary accounts + hootsuite, buffer, later) - strategy, content, audience, moderation, growth, CRM, UTM tracking
- Advanced online video creation and publishing - YouTube, Vimeo, BrightCove
- Advanced HTML reading and coding
- Advanced SEO, SEM and google analytics and reporting
- Advanced video editing and encoding
- Advanced BVOD broadcast streaming and recording
- Advanced with cameras, lighting and sound equipment
- Advanced project management and large budget management

Non-technical Skills

- Excellent written and verbal communication skills
- Time and people co-ordination and management
- Strong organisational and creative problem solving skills
- Meticulous attention to detail and brands
- Stakeholder management and dispute resolution skills
- Strong work ethic
- Japanese (Second Year University Level)
- WWC Certificate
- Manual Car and Motor Bike License

WEB LINKS

LinkedIn: www.linkedin.com/in/andreaioanbell/

Writing examples

My Kitchen Rules Recap:
<https://mkrfood-blog.tumblr.com/>

Editorial Article:
<https://www.linkedin.com/pulse/10-things-learnt-from-having-mobile-phone-2-weeks-andrea-bell/>

Article in Canberra Times:
<https://www.canberratimes.com.au/story/7085622/advance-australia-there-where-to-spend-january-26/>

Research Article:
<https://www.linkedin.com/pulse/covid-19-set-socially-distance-more-people-from-social-andrea-bell/>

References available upon request

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