

CONTACT

SKILLS

- Social Media Content & Strategy
- Content Creation & Strategy
- General Marketing
- Community Management
- Reporting / Analytics
- Emergency Comms
- Digital Marketing
- Marketing Campaigns
- Website Content
- Website Creation
- Copywriting / Editing
- Blogging / Writing
- Academic Research
- Academic Writing
- Personal Branding
- Public Speaking / Keynotes
- Workshop Facilitation
- Email Marketing
- Stakeholder Management
- Business Strategy
- Branding / Design
- International Business
- Account Management

FREELANCE VA & DIGITAL MARKETER

I am an experienced, AI friendly, all-round Digital Marketer available for freelance, contract and full time work in the areas of Social Media, Digital Marketing, Marketing Communications, Content Marketing, Branding, Business or Account Management. I am a passionate, creative people person who loves to create great work, constantly improve, collaborate, coach and inspire.

EXPERIENCE

Digital Marketing Strategist

Concentrate | March 2022 - March 2023

- Led a portfolio of B2B Tech / SaaS Clients
- Created, briefed, managed Marketing Campaigns
- Measured success of campaigns through reports
- Content Creation and Strategy where needed.

Social Media Manager

AUT | August 2015 - Mar 2022

- Develop and grow social media strategy
- Manage university wide social media accounts
- Manage policy, governance, issues
- Train staff and students on social media
- Stakeholder Management, Budget, Insights
- Created social media, managed community
- Manage monthly reporting and analytics
- Manage event content and campaign content

Account Manager

Jericho (Now APD) | May 2011 - July 2015

- Managed a large portfolio of clients
- Handled sales pitches and proposals
- Budgets, Invoices, Technical requirements
- Managed campaigns, briefing, content, etc
- Originally email production & content creation

Freelance Marketing Manager

Nga Tika Trading | Jan 2011 - Current

- Branding, packaging, design, brand strategy
- Sales pitches, proposals, presentations
- Website builds, photo, video content
- Market Research and Marketing Campaigns

Marketing & Events Manager

Ray White | Nov 2009 - March 2011

- Awards evenings & expo's events manager
- Franchise head office support & administration
- Marketing Coordinator and Content Creator

EDUCATION

Masters in International Business

Diploma in IT & Communications