

Kelly Evagelakos

Marketing | Communications | Media | Law

Kelly Evagelakos brings over twelve years of marketing experience encompassing of several successful years in leadership roles. She has worked within a diverse media and marketing echelon which has seen and demanded the effective pioneering of business, communication and marketing strategies. Her operational roles have required extensive skill, aptitude, the consistent delivery of solutions and initiatives, and lastly, the ability to perform under pressure whilst maintaining professional and ethical rapport.

Due to the immense diversity and professional progression throughout the 12 years, the core competencies range from artistic coordination, branding, strategy conception to implementation, business operations, staff management and mentoring, marketing and communications, media planning, contractual obligations, stakeholder management and financial assessment. Subsequently, Kelly has comprehensive knowledge of the varying marketing limbs and processes. Therefore, Kelly can work within multiple arenas to establish the effective presence of each brand in the relevant channels.

CAREER COMPETENCY includes (but is not limited to):

- Responsibility and accountability of staff; colleague engagement and **team development**/mentoring,
- **Marketing strategy** - implementation, management, data analysis and reporting,
- **Measuring advertising**, marketing and promotional activities,
- **Developing marketing strategies** to align with business objectives and desired ROI,
- **Demographic reporting** and analysis to better tailor strategies,
- Media, marketing and **collateral planning**, innovation, buying, evaluation and management,
- **Social media** and simultaneous online campaigning/strategy,
- SEO, PPC, analytics, SEM and website or online content analysis,
- Risk management, SWOT analysis and **quality management protocols**,
- 'Spin Doctoring', writing for the media (Press Releases), editorial content ,
- **Brand development** (inception, implementation and management),
- **Reviewing market trends** and reporting on **competitor dynamics**,
- DM and eDM campaigns,
- B2B and B2C engagement,
- Integral leadership objectives and professional development initiatives (culture),
- Retail and sales experience – deliver strategies for 'top-of-mind' branding & increased return,
- Building, liaising & **maintaining business rapport/relationship with key stakeholders**, retailers, distributors,
- Professional business and **communicative acumen** (appropriate linguistics),
- Project management and national business operations,
- Knowledge of information technology and digital communicative processes,
- Strategic communication procedures,
- Contractual and **business writing** (amending and review of parameters),
- Artistic input (**Photoshop**) & direct contribution to design of advertising campaigns,
- Event and exhibition organisation and management including presentations,
- Financial reporting, accountability and amending cost schedules or **budgets**,
- **Disseminating legal requirements** and applying OH&S training or corporate responsibility,
- Email data base management and **campaign development**.

EDUCATION – Postgraduate:

- Juris Doctor (Postgraduate Law Degree); The University of Technology, Sydney 2014
Pertinent Units: Administrative Law, Civil Litigation, Ethics & Professional Conduct, Media and Entertainment Law & Regulation, Copyright Law, Corporate Law
 - Bachelor of Laws (Graduate Entry); The University of Western Sydney 2012 (Subjects accredited for Juris Doctor) Contracts, Professional Responsibility & Legal Ethics, Commercial Law
 - Master of Media Practice; The University of Sydney 2008
Communication in Professional Contexts (linguistics), Media Discourse, Writing for the Media, Issues in Mass Communication, Cross-Cultural Communication, Public Opinion, Policy and Public Sphere, Dealing with the Media
- Undergraduate:**
- Double Degree in Media & Communications, Minor in Cultural Studies; Southern Cross University 2007
Communication & Culture, Entertaining Journalism, Foundations in Media Studies, Media and New Technologies, Scriptwriting
 - Diploma in Advertising; Macleay College 2005
 - Advertising Business Practice, Art Direction, Copywriting & Concept Development, Marketing & Consumer Behaviour, Visual Communication, Media Planning & Evaluation, Marketing & Advertising Law, Business Writing, Media Presentations, Small Business Management, Public Relations, PowerPoint, Photoshop
 - Certificate II in Hospitality (Operations) (THH21802) 2004

WORK HISTORY:

➤ Head of Marketing 2017 – 2018

CW Systems



Primarily responsible for developing 4 separate business and marketing strategies, then liaising with the appropriate executive members to implement methods to increase distributor confidence and product sales through said strategies.

Responsibilities and achievements included but not limited to:

- Devising effective business strategies to help engage with 4 separate demographics. Sales increased by 11% in 10month period.
- Developed simple and cost effective excel tracking sheet for online media which was used to support budget allocation and track conversions.
- Implementation of new Research and Development Report for all new products for executive, helped determine market feasibility and improved communication.
- Rebranding and positioning of key product ranges including creation of social media channels, new collateral and strengthening distributor relationships with tools and training.
- Implementing and overseeing customer feedback platform (AskNicely) to improve services and better understand customer needs.



	Facebook	Twitter	LinkedIn	YouTube	Google Plus	Instagram
Impressions	1.2K	94.0	75.0	0.0	75.0	20.0
Engagement	0.0%	7%	0%	0%	0%	0%
Clicks	0.0	3.0	3.0	0.0	0.0	1.0
Conversions	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cost per Click	0.0	0.0	12.0	0.0	0.0	0.0
Cost per Conversion	0.0	0.0	0.0	0.0	0.0	0.0
Revenue	0.0	0.0	4.0	0.0	0.0	0.0
Profit	0.0	0.0	0.0	0.0	0.0	0.0

Metric	Definition	Thresholds for % Change
Audience	Number of views / visits	10.0%
Activity	Number of posts / updates	20.0%
Appraisal	Number of likes per activity	20.0%
Amplification	Number of shares	10.0%
Conversation	Number of comments per activity	10.0%
Conversion	Number of conversions	10.0%
Revenue	Total revenue generated by activity	10.0%

If metric's month change exceeds the threshold in positive direction, Green arrow appear on dashboard.

Negative will create red arrow.

➤ Director of Marketing and Communications 2016 - 2017

All Saints Grammar (PK – Year 12)

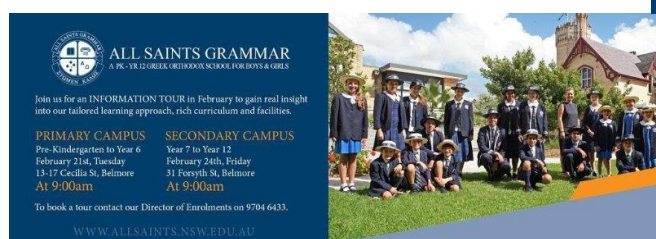
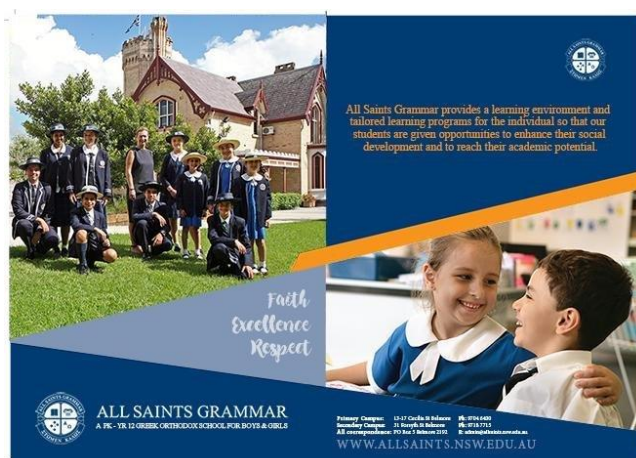


Accountable for the Marketing and Communication policies, procedures and strategies across the entire school (PK- Year 12), my duty to ASG consists of identifying opportunities to promote profile and increase enrolments.

Daily activities include but are not limited to:

- Forming templates and copy for families (current and prospective) via online communication platform TiqBiz, print bulletins, enrolment process/pack and style guide. (Review internal and external communications to ensure consistency with protocols by aligning our message with mission.)
- Managing social media channels (Facebook, Instagram, and Website) and school directories to improve community engagement and feedback which in turn promotes profile, community liaison and enrolments. Additionally, develop/update content regularly and improve functionality of website for prospective parents.
- Build awareness of school or ASPA (parent association) events/activities to maximise fundraising efforts and maintain 'top of mind' advertising.
- Oversee ASPA (All Saints Parent Association) and create documents to solidify the duties, purpose, work scope and framework of ASPA and its members.
- Engaging with our parent body ASPA to improve 'word of mouth' referrals and develop ideas on how to incorporate parent feedback to improve service (identifying 'choice factors' to help clarify and strengthen brand characteristics).

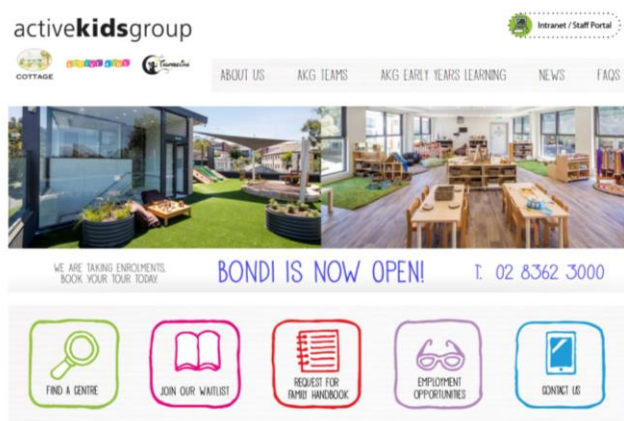
- Undertake demographic studies and tweak marketing campaigns to target findings/ ideal families to maximise chance of enrolments and increase retention rates (better understand the catchment for the School and identify marketing focus).
- Informing the parent community of pedagogical initiatives to improve teacher performance and student outcomes.
- Competitor analysis - track and review competitor campaign effectiveness, research approach and compare then analyse opportunities applicable to ASG.



➤ Marketing and Communications Manager 2015

ActiveKidsGroup – part time

Heading the Marketing, Media and Communications Department, I am accountable for all the Marcomm strategies across our 15 educational facilities. The majority of my time is spent; further developing our social media platforms (including the amendment of our website and 'backend' logistics such as SEO and AdWords), tweaking our public relations and perception, delivering tools and scripts to enhance the customer experience and engagement, create 'smooth work flow' communicative protocols to increase enrolment probability and family retention and lastly, implanting digital platforms to assist with direct marketing. My most recent accomplishment is the introduction, development and implementation of a 'Marketing Internship'.



➤ **Head of Marketing 2014 - contract**

The Blue Water Group (NSW) Pty Ltd

The BWG spans across 6 entities, but it primarily deals with engineering services and general plumbing maintenance tasks. Managerial responsibility and accountability with regard to marketing, media and communications for this role, spread across these 3 divisions; the plumbing service group '*The Blue Water Group*', the charity foundation '*Chance, a foundation for Hope*' and an engineering and service drawings entity '*Jem Design Pty Ltd*'. **This cross functionality demanded strategic thinking, brand management, initiative and leadership skill** as the marketing department operated autonomously from corporate headquarters. As Head of Marketing, all projects, key accounts, media channels and marketing or communicative strategies were directly monitored then specifically targeted for each subsidiary. Most tasks also included the input and incorporation of the Information Technology department, so responsibility and financial accountability for the Head of Marketing spanned across both teams. The IT manager (Philip Paulo) and I worked very closely and employed the appropriate project management processes to maintain efficiency and strategy effectiveness.

As there were numerous tasks involved within this role, the 'key' duties and job responsibilities pertaining to marketing strategies, communicative channels, media evaluation and implementation, business and administration operations are categorised for each subsidiary below.

'Chance, a foundation for Hope'

- Business plan writing and inception
- **Branding** (strategic direction, design and execution for brand marketing)
- **Identifying and evaluating audience and trend**
- Optimising marketing resources and driving collaboration with counterparts
- Maintaining communication with solicitor and legal research for charity setup
- Researching additional charities and their campaigning - report on similarities and strengths
- Identifying charities that would be interested in and financially viable to merge with or assist
- Collating material when plumbers visited Cambodia and utilising imagery for PR campaigning and online media
- Creating a video about 'Chance' to educate potential donors or volunteers – trying to boost brand awareness and increase interest/ personnel to maximise assistance overseas

'Jem Design Pty Ltd'



Working closely with the Director, Paul, who was also the primary engineer for the service drawings, we created '*Jem*'. The marketing strategies and business direction demanded integral communication between Paul and I, there was also a paramount need to delve into the competitive landscape for clarity, research and analyse the appropriate demographic, develop a concept and final brand for this service and assess the appropriate media channels and systems required to target his audience. Thus skills and duties encompassed;

- The development, implementation and management of brand and brand marketing
- The development of business collateral (business cards), print media and online promotional material
- Create and maintain external relationships for printing and branding purposes
- Identifying and evaluating an audience
- Creating and monitoring media specifically targeted to our demographic
- The creation, preparation, coordination and management of the website
- **Develop brand and reinforcement** via online media
- Manage online media and coordinate content (Facebook and directors personal LinkedIn account)
- Create website (sitemap, content, imagery and all processes for online media)
- Manage the directors personal accounts and data
- Design of email signature and all merchandise
- Graphic Design production, feedback and approval – (created logo, multiple media mock-ups, layout of website)
- **Analysing and reporting on competitor trends**, websites and campaigns to better tailor our marketing and communication strategies
- Coordinating with external media sources for print material and ideas for online content
- Conducting research on competitor customer service and devising plans that offer incentives
- Engage and present in weekly meetings for feedback and to brainstorm innovative marketing ideas –usually referred to a pitch on weekly amendments on website and competitor website comparison

'The BWG'

- Manage and coordinate all online media (including SEO and PPC)
- B2C marketing and engagement
- Monitor and maintain website content and statistics (including Ahrefs link checks)
- Amend sitemap and visuals online (Adobe Photoshop)
- Update, coordinate and manage online/social media accounts(LinkedIn, Facebook, Twitter)
- Development and monitor online marketing strategy including reviews, statistics and forecasting
- Providing consistent feedback to the team for continuous improvement and maintaining staff contribution
- Work within advisory capacity to lead discussions about branding
- Nurture strong collaborative relationship with external site monitoring and link tracking business (Webprofits)
- Discuss platforms and evaluate online strategies
- Maintain constant supervision of online marketing conversion specialists (Webprofits)
- General site traffic analysis (experience with and understanding of tools and concepts)
- Collate statistics, demographics and trends and present to team to enhance understanding thus campaign performance
- Manage online spending and monitor return plus potential reach or impact
- Monitor and track online advertising and promotions to ensure validity, proper functioning and overall performance
- Nurture and communicate with external and internal teams for prompt solutions and smooth work flow process
- Design and implement online testing procedures to evaluate site results (split testing landing page)
- Landing page redesign, briefing and execution
- Produce and circulate regular reporting
- Establishing office administrative protocols to assist with customer service and telephone etiquette
- Acting as 'gatekeeper' with regard to customer communication to develop said protocols
- Constant review of work place procedures
- Implementing communication initiatives and staff incentives to strengthen team dynamic
- Advocate and mentor fellow colleagues
- Continuous research, planning and development to promote return and brand power
- Lead and facilitate weekly progress meetings based on online media
- Engage audience and drive online traffic (online coded voucher promotions, split testing)
- Identify areas of opportunity to improve conversion rate
- Work closely with information technology department and recommend development or technological systems for optimisation
- Leverage analytics to inform and influence negotiations or decision making (deductive reasoning)
- Comprehensive competitor website analysis to cultivate vigorous strategy (including SWOT)
- Issues and crisis management with specific regard to public relations
- General redesign and graphic enhancement of business/marketing collateral- including mock-ups (Photoshop skills)
- Design and management of uniforms and other marketing collateral
- Managing staff and ongoing supervision of marketing and IT department
- Summate contractual agreements and fine tune obligations within the legislative scope
- Oversee all functions and tasks for each subsidiary
- Manage all media (social, collateral, publications, communications etc)
- Working closely with the project manager – to monitor key accounts and maintain relationships
- Reviewing and revitalising digital processes (online material and administrative processes)
- Managing, developing and executing multiple campaigns simultaneously



Expression of Interest

“ The Blue Water Group prides itself on being at the forefront of excellence in the plumbing industry ”

BLUE WATER GROUP

Images showing plumbing pipes, a bathroom, and a water splash.



BLUE WATER

The Blue Water Group is looking for enthusiastic commercial plumbers to join our ever growing team. Our plumbing maintenance works vary in size from small residential jobs to large ongoing service agreements works, working within the commercial, entertainment, medical and health industries.

We offer:

- Negotiable hourly rates, subject to experience
- Transportation company van or car provided
- Growth Opportunities, career progression
- Excellent experience in a young dynamic environment

A desirable candidate must:

- Have a plumbing TAFE Certificate or be a Licensed Plumber
- Hold a current NSW Drivers License
- Be self-motivated and reliable
- Have a strong work ethic & positive attitude
- Be available for after hours work (Roster System)
- TAFE RPL or Restricted Electrical License is also desired

If you are interested in joining our team please email through your resume, which includes your qualifications and any references to:

enquiries@thebluewatergroup.com.au

Or call: 1300 72 77 12

Strictly no agency

Image showing a hand holding a wrench.

➤ **Senior Marketing Manager 2012**

Castle Towers (QIC) - Contract

Whilst completing a Juris Doctor (postgraduate law), I offered managerial and media expertise to a recruitment firm for contract work. The senior marketing manager for Castle Towers, Megan Zalloua, had resigned so the firm kindly requested that I fulfil her role and assist with the maintenance and management of marketing and the general retail duties for Castle Towers. As it is common knowledge, I can also state that QIC now outsource their marketing department thus I assisted with the 'winding up' of their duties and responsibilities.

Thus the key responsibilities for this role included: mentoring my assistant, art direction, retailer liaison and developing relationships with retailers and customers, media planning and buying, delegation of KPIs, overseeing all marketing operations, event organization, channeling and acting as 'gatekeeper' for communicative mediums, managing retailer accounts, training and preparing staff for 'winding up' process, reinforcing brand awareness, resourcing new media, analysing demographics, proofing editorial content, approving and monitoring seasonal campaigns and social events.

Specific obligations included:

- Ensuring advertorials / banners within the establishment were valid or relevant (seasonal campaigning)
- Strong correspondence with retail staff and developing retail strategies to 'push' brands
- Proofing and artistic direction of promotional flyers
- Briefing assistant coordinator, consistent training, mentoring and monitoring of administration to ensure work place efficiency
- Working within HR capacity to resolve administrative issues and staff disputes
- Maintain communication and develop relationship with Customer Service Manager Ms Marie Morley
- Update and monitor social media and website content and campaigning to generate interaction and brand exposure (online promotions)
- Understanding and providing insight into competitive landscape to assist with marketing considerations
- Developing new methods or strategies for customer engagement – specifically C mall as there was a need to boost activity in a bid to assist with renewing lease agreements
- Liaise with retail department in regards to lease agreements and try to boost public appeal or provide incentives
- B2B and B2C
- Photoshop mockup and amendment of print material

➤ **Director of Marketing and Communications 2009 – Current (Part Time)**

SEHE Pty Ltd

ABN 12 138 775 532

ACN 138 775 532

As the Director of Marketing and Communications, the job summary indicates responsibility for the planning, development and implementation of all marketing strategies, marketing communications, public relations and lastly, marketing activities (both external and internal). There is also an oversight of the development and the implementation of support materials and services for mediums pertaining to the marketing communications arena. However my background also comprises of legal attributes, so I can offer comprehensive business and operational support as a SEHE representative. As a part time consultant, I offer specialist advice across Marketing, Media, Communication and Branding platforms with reference to the relevant regulatory framework.

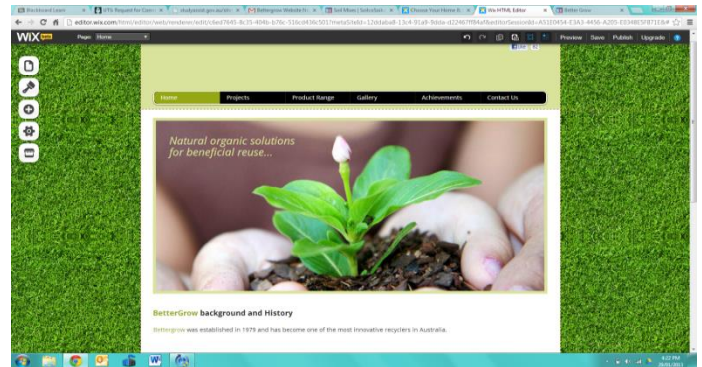
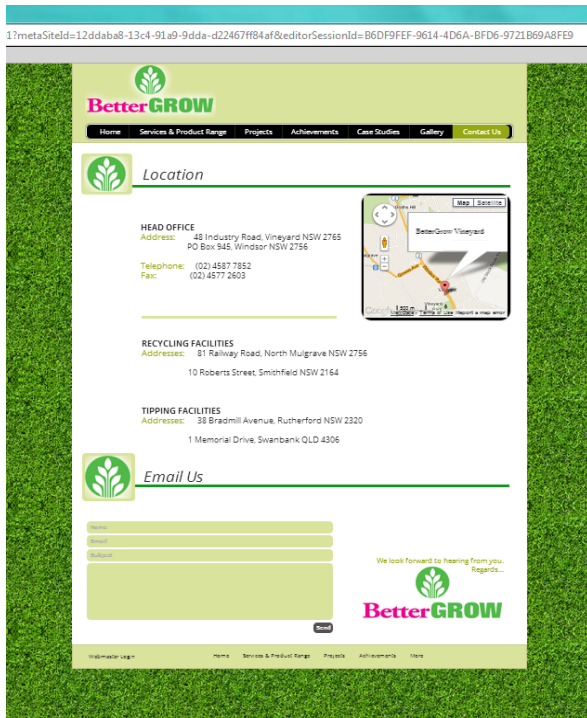
As it has not been a full time role, this position has also allowed me to explore other opportunities and create consultancy work for various clients. This is because SEHE is a platform that allows me branch out into other industries so that I can offer my specialised services to clients that request recommendations. Meaning that, although it has been a colourful chapter working alongside family, I have utilised this platform to break away from the primary role of offering support directly to the current owner, to seek and fulfil varying requests for additional specialist marketing support within a contract capacity.

Specific duties include:

- Enforcing brand presence and developing awareness within the appropriate markets
- Creating brand and marketing collateral
- Research
- Analysis and reporting of marketing trends
- Delivering tailored strategies to clients through most reasonable mediums

- Cost schedules and budget management
Preparing letters of advice and a comprehensive summation of strategy

(Examples: Client 1 & 2 Website and Brochure Mockup)



- **National Marketing and Communications Manager 2008 – 2012**
Iscar Australia Pty

This role was the most progressive. The duties and responsibilities began with managing the customer service team and the processes/ protocols used, handling client enquiries, building customer and distributor rapport, creating and implementing promotional collateral then contacting customers and informing them of said promotions, managing sales and promotional activities, strengthening external relationships and amending office procedures. This grew to a wider scope of managing all marketing and communication within Australia and enforcing workplace practices and procedures to assist with business operations. There was a general oversight of all media planning, financial reporting, marketing content and sales campaigning.

Additionally there was global correspondence and a need to maintain a uniform marketing presence and strong affiliations with external colleagues. For example, the advertorial content was required to be proofed and agreed upon by our international offices so there was a need for careful management of global correspondence to ensure precise branding. Thus although this role was predominately national as I worked closely with each state to develop strong sales campaigning, there was a close working relationship between our global partners and therefore an expansion of marketing and communications managerial scope and duties.

Lastly, there was a need to manage and monitor the progress of a 'specials team' that was primarily created to assist A-class customers with requests to create or modify tool bits for specific jobs. There were 3 engineers employed full time that were briefed on the design by clients. My role was to then create specific tasks and allocate these to each engineer, track their progress, record any design updates or feedback, print out weekly task list reports for monitoring and review, analyse report data and consolidate for presenting to GM. Moreover (as I was studying law and have a profound interest in commercial contracts) I willingly reviewed the specials team contracts and their obligations then amended and/or provided feedback moving forward with tasks and regulatory requirements.

Simply put, this versatile position included; Global marketing content and communications accountability as National Marketing and Communications manager duties included;

- Monitoring, proofing content and developing communication channels with global partners
- Ensuring uniformity of marketing strategies between offices and maintaining strong relations/correspondence
- Utilising external relationships to assist with stock control and management (persuading stock exchange)
- Applying Head Office advertorial content to national content and sticking to advertising brief when creating specific campaigns for states– assuring quality across the board by not varying or compromising on branding
- Modifying and developing advertising collateral for each state within the brief parameters of head office
- Book flights and assist with accommodation and events/exhibitions for external staff
- State budget accountability – monitor each sales representative and tailor incentives or promotions to push specific stock
- Editorial content - applying marketing material from head office to develop new collateral. (Stages held accountable for included proofing, copywriting, creating, art direction.)
- Purchasing stock from Israel or delegating orders for A –class customers or 'specials team'
- Exposure to both traditional and digital B2C direct marketing which included developing and executing 'customer mailouts' (online and print) that encompassed editorial content, promotional incentives and developing strong key stakeholder relationships. We would run a traditional print DM campaign once a month (approx 12 campaigns managed per year) and an online DM campaign with a larger audience once a fortnight (approx 25 per year) informing customers, potential customers and key stakeholders of our current stock, new stock, industry insights, valid promotions and upcoming packages.

Working closely with our interstate offices and with the Head of NSW sales representative, Graydon Todd, the general duties and responsibilities for this position included (also applicable to intrastate marketing duties);

- | | |
|--|--|
| <ul style="list-style-type: none"> ➤ Ensuring all staff are able to meet required KPIs, these KPIs were created in accordance with sales record ➤ Track sales progress for each state and amend promotions to assist with selling specific stock ➤ The design, monitoring and management of E-newsletter, ➤ Gathering feedback from each state and creating copy for e-newsletter or website, ➤ Editorial content (proofing and copywriting), which also included applying marketing material from head office ➤ Seeking new customers and researching new business opportunities, ➤ Developing 'invitation' media and promotions to expand customer data base ➤ Reviewing contracts and obligations specifically within the 'specials team' (individually catered tool bits for specific jobs) ➤ Maintaining positive relationships and PR with potential and existing contacts, ➤ Customer mail out lists and content, | <ul style="list-style-type: none"> ➤ Overseeing monthly promotions and customer service protocols for a smooth work flow process, ➤ Amending customer service protocols such as call sheet checklist and weekly staff training/mentoring, ➤ Monitoring and management of product stock levels and replenishment, ➤ All marketing collateral, ➤ Customer liaison, ➤ Managing and monitoring the 'specials' team tasks and reporting progress to their director, ➤ Developing external relationships, recognising communication opportunities and execution, ➤ Media planning and buying, ➤ Graphic design (including mock-ups) for website, e-newsletter, invitations for social events, ➤ Implementing strategic plans, ➤ Organising events and exhibitions and managing key customer accounts. |
|--|--|

My contribution was well received by the CEO, Nathan Stronge, (located in New Zealand) so upon my resignation, I was offered a Marketing Manager opportunity to work within his team.

- **Director 2009**
Kelly's Media Solutions
ABN: 70 069 378 772

Whilst I was studying Law, I focused on achieving a personal goal of mine which was to prove that I encompass an innovative, business minded and entrepreneurial nature by starting a business called 'KMS'. This was a one stop shop; a media consultancy business.

This role is paramount to any managerial position moving forward as it provided great insight and experience into business operations and what is required to maintain and manage a thriving business. This vast role is a great example as to how I have operated within varying levels of the professional hierarchy, extremely driven and passionate about marketing, and encompass comprehensive knowledge of the entire marketing scope and its processes.

In addition this achievement also reflects;

- a strong appreciation and interest in all marketing facets,
- a driven and self-motivated 'can do' attitude,
- skill and aptitude to lead and take calculated risks,
- confidence in working autonomously,
- strong business acumen and ethic,
- a determined character with strong initiative and willingness to learn and
- enthusiasm for personal development and career progression.

The responsibilities included: general business operations, business plan development and writing, managing customer accounts, organising creative consultations, producing concepts for client, analysing industries and demographics then reporting to client, investigating work place procedures and modifying them to enhance productivity and increase efficiency, increasing customer market share, creating brand awareness and appropriate branding, resourcing industry contacts and strengthening relationships, briefing assistant on graphic design parameters, budget management and full budget accountability, creating mock-ups of logos and marketing collateral to provide better insight to client and generating strategies pertaining to excellence in customer service.

Skills further developed within this role included:

- Marketing, Communications and Brand management
- Conception, Design and development of brand and branding strategies
- Learning to diversify a strong customer base and maintaining strong relationships with clients
- Managing daily business activities and full accountability for actions
- Reviewing and assessing market trends and dynamics to ensure service adapted to market needs
- Effective stakeholder management and relations with key external contacts
- Planning and delivering presentations for best effective outcome within client brief
- Client briefing and ascertaining what the client wants with clarity to avoid discrepancies
- Reviewing current marketing practices and tools for clients and preparing SWOT reports to assist with tailoring strategies for more desirable outcomes
- Reviewing cost agreements with 3rd entities and revising budgets with clients
- Disseminating marketing content and developing strategic communications for promotions or media that is better suited
- Liaising with external stakeholders and obtaining feedback/briefs
- Website analysis to enhance brand exposure
- Identifying appropriate social media channels for targeted campaigns
- Assisting with development of business plans (business plan writing including financial calculations)
- Providing strong reporting and understanding of surrounding competitive landscape
- Provide general business support to multiple teams and channels
- Staff training and incentive notions
- Planning and identifying key components for future growth and development – generally supplied within SWOT analysis
- Constant research and observation of market scope to build strong audience
- Proficient Photoshop skill and Microsoft office particularly PowerPoint
- How to influence and persuade key stakeholders
- Improving customer service processes and general administration- ie assistance with filing and systems
- Familiarising myself with regulatory requirements for clients and quality assurance procedures (OH&S knowledge)
- Identifying and developing key relationships with stakeholders capable of supplying/ manufacturing/ providing service or product to meet clients requirements

➤ **Strategic Integration Executive 2008**

Multi Channel Network

This job was predominately focused on media planning, analysis and channel/ spot buying for the O&O Foxtel channels (Arena, Comedy, History, ESPN, CI, BBC World and Biography). I coordinated the advertising content, media planning and buying, ensured that the channel merchandise was updated, the website content was updated to reflect the audience and current interests, monitored outcomes of client campaigns for each channel, created media spot schedules and followed the production process for clients with report feedback.

The responsibilities included the monthly WIP, producing and monitoring a weekly revenue report (both of which were presented to the team leaders), collating client proposals and interpreting content for targeted presentations, developing client strategies and showcasing strategic ideas via power point demonstrations, **media cost schedules and budget breakdowns, general client enquiries, tracking of briefs and sponsorship advice forms**. Therefore within this role I primarily dealt with digital media and developing then executing targeted campaigns.

Key components for this position included;

- **Building strategic marketing plans and digital campaigns** for clients when spot buying and successfully delivering them
- Deliver strong sales and marketing concepts and/or strategies via power point
- Develop negotiating and persuasion skills – defining appropriate campaign and marketing tools and implementing parameters for client
- Channel management
- Managing media relations and maintain relationships with internal and external contacts – including B2B
- **Managing multiple deadlines for cost schedules** and constant reform of content to reflect clients budget and desirable outcome
- Tracking client proposals and liaising with networks (channels) to ensure projects met deadlines and to minimise discrepancies
- **Ongoing channel and content review** to ensure content is evolving to meet customers' needs to optimise sales and exposure to accurate audience through specific channel
- Developing and writing content for website- constant updates and analysis on relevance

➤ **Marketing Manager 2007- 2008**

Infrastructure Constructions – Contract

Working closely with the Director and Contracts and Commercial Manager, the criteria for this job were predominately relevant to print media which included the redesign of current brochures and handouts, implementing new advertising strategies, the execution of an innovative brand and marketing principles, analysis of media channels, managing the general administration of marketing department and providing integral feedback for the efficient operation of the media department. Responsibility also extended to the management of all media including print advertising, promotional merchandise, print adverts/ copy and the supervision and organization of events such as the Trenchless Exhibition.

The general duties included:

- Client enquiries
- Marketing content and strategies
- Advertising channels; audience and effectiveness
- Research and data analysis,
- Copywriting (editorial proofing, content creation, print advertorials)
- Researching relevant magazine mediums and developing relationships with external contacts for advertising opportunities
- Devising new copy concepts and execution for branding
- Customer and competitor interaction- developing and maintaining relationships for business insight
- Amending existing workplace procedures
- Analysing current media implementations and devising new strategies to better enhance brand and to ensure correct demographics were targeted
- Develop skill to influence external contacts and to refining editorial content with their assistance
- Researching new market opportunities
- Overseeing all print media and working within briefed parameters
- New advertising opportunities with industry publications
- Event planning; general oversight and contribution to all considerations of relevant exhibitions (booth set up, marketing collateral, publications to inform public of participation etc)
- Multiple channel management,
- Working within budget and ensuring all avenues are exercised for competitive pricing
- Liaising across business,
- Devising plans to achieve brand awareness and maintenance of those channels.

➤ **Events and Design coordinator 2004 – 2007**

Main Event Function Centre

The accountability for this role ranged from event management, to artistic design, customer service and the overview of the brand. This job was heavily geared towards improving the aesthetic design/ branding which included a complete innovative redesign of the stationary set (ie business cards, letterheads), brainstorming and executing new print advertising campaigns, designing a new logo and researching typography for media, brainstorming branding and implementing a new logo, mock-ups of logo and general branding parameters, employing new marketing principles amongst staff to assist with customer service and general administration, amending general design of building and creating new visual for façade. Thus the responsibilities included; upkeep of premises, client enquiries, research and marketing feedback, copywriting, art direction, event coordination, devising new graphic concepts, customer interaction and developing relationships to strengthen

delivery of customer service, devising new print advertising strategies, changing existing procedures, analysing website and general overhaul of current design.

Additionally, I was required to assist with functions; planning, execution and feedback of the overall event. I was responsible for collating reports and seeking online opportunities to utilise these notes to boost public perception of event hall.

Core duties and skills required:

- Reviewing and assessing branding then researching, executing and maintaining a better tailored design
 - Ensuring brand and customer service processes adapted to changing market needs (print to online media)
 - Coordinating and delivering excellence in customer service and gathering pertinent insight for PR strategies
 - Disseminating marketing content (specifically online editorial) and demographics
 - Creating a brand better suited to correct demographic
 - Numerous Photoshop mockups of building façade and logo- with close attention to typography
 - Cleaning function hall and preparing set up for functions (table settings, garnishing plates and general oversight of event)
 - Identifying appropriate social media channels and building online presence
 - Drafting various communications to suppliers, customers etc
 - Increasing brand exposure
 - Overall event management and assistance of function preparation
 - Responding to customer queries and meeting with potential clients for event briefing
 - Better tailoring strategies and online content
 - Maintaining client relationships and follow up to assist with continually enhancing brand power and work processes
-

Future Benefit Statement:

Kelly encompasses vast knowledge of each media sphere, its processes and the general business requirements and prerequisites for any marketing department to work efficiently and effectively.

In addition to the numerous employable skills collated over the years of experience and numerous tertiary qualifications which vary from artistic conceptions (Photoshop), linguistics (communication channels, editorial copy), marketing expertise and business operations, Kelly brings other employable or desirable skills which include:

- a 40wpm typing capacity,
- a young and dynamic mindset eager to learn and mold to the parameters of the current environment,
- current drivers licence and car,
- **hospitality operations knowledge** and certificate which can be utilised in a kitchen to strengthen staff relationships and morale, used to build on communicative opportunities with staff and to encourage a dynamic and open ambience between staff,
- bringing **multiple external contacts** and resources which are applicable to all market positions for time efficiency and guaranteed results,
- **studied body language** at TAFE and cross cultural communication at USYD, therefore character, business interaction and linguistics can be tailored for specific contexts,
- **sports enthusiast**, registered tennis player with NSW and enjoys a game of golf which is applicable to customer liaison and event days,
- **event planning** and management experience,
- retail and sales experience,
- **a genuine passion and hunger,**
- **postgraduate law degree**; comprehensive knowledge of regulatory legal system which varies from different areas of law and can be applied to contracts, professional ethics, system and administrative processes, staff crisis management and general HR requirements. This also means that this candidate has an in depth understanding of the ethical duties imposed and correct business manner expected, lastly it also means that I can hit the ground running within a higher tier.

GET IN TOUCH:



0431 260 111



Kelly.evagelakos@gmail.com



<https://au.linkedin.com/in/kelly-evagelakos-71861a38>

References; will be provided upon request.

Thank you!