

KARLA BUCOY

ASPIRING FULL STACK DEVELOPER

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SUMMARY

Hands-on, creative, and organised former marketing leader with the ability to work at a strategic and operational level.

Formerly the corporate and consumer Marketing lead at Haben Property Fund, a rapidly growing privately owned funds and property management organisation with \$1.5b in assets under management. Marketing agency experience developing and executing digital projects and promotional campaigns for ASX-listed and privately owned retail and property organisations.

Currently a Web Development Bootcamp student at Coder Academy.

RECENT PROFESSIONAL EXPERIENCE

NATIONAL MARKETING MANAGER

Haben Property Fund, April 2017 – October 2022

Corporate and consumer marketing lead. Promoted to National Marketing role in December 2020 in line with company growth strategy.

Responsibilities:

- Maximise asset performance through the creation and management of strategic, integrated marketing initiatives that drive visitation, increase sales, and grow market share.
- Corporate brand stewardship, ensuring cohesion and alignment across all brand touchpoints.
- Lead high performing team to execute creative and fresh digital and traditional campaigns and activations that drive sales, visitation, customer experience and community engagement outcomes.
- Public relations and strategic communications. Developed the national COVID-19 customer, business-to-business and internal communications strategy.
- Digital platform and project lead – consumer and corporate website redevelopments, Yammer business social network implementation, introduction of digital marketing methods including SMS, paid social media, SEO.
- Creative and content management – ideation of creative concepts for asset and retailer campaigns and activations, copywriting for print and digital mediums, scheduling of social media and website content.
- Market research and trends analysis.

EDUCATION

Web Development Bootcamp

Coder Academy

Commenced October 2022

Master of Marketing

Charles Sturt University, NSW

Graduated 2017

Bachelor of Arts (Media)

Macquarie University, NSW

Graduated 2005

SKILLS

- Project, campaign and event planning and management.
- Relationship management, leadership, negotiation.
- Website CMS: Drupal, WordPress, Squarespace.
- Google: Analytics, Ads, Business Profile.
- Social Media: Facebook, Instagram, Meta for Business, LinkedIn.
- Email Marketing: Mailchimp.
- Above the line advertising (ATL): out of home, print, radio, letterbox, large format signage.
- Below the line advertising (BTL): public relations, search (SEO/SEM), paid and organic social media, email, SMS.
- Adobe Creative Suite (basic).
- HTML & CSS (basic).

ACCOUNT DIRECTOR

Compco Digital, September 2015 – March 2017

New business development and marketing strategy development and execution.

Responsibilities:

- Develop digital and traditional marketing campaigns for property and SME retail clients including app and website development, loyalty and rewards programs, sales promotions, and events.
- Project management – driving account management, development, and creative teams to execute client marketing campaigns and website and app builds on time and on budget.
- Identify and secure new business opportunities and grow existing client billings.

PERSONAL INTERESTS

- Tennis – a casual hobby that has developed into a passion.
- Health & fitness – improving and maintaining mental and physical health for optimal wellbeing.
- Brand development – occasional pro-bono work assisting new business owners with building their personal and business brand strategy.

REFERENCES

Available on request.