Shelby Pignat

15 Josip Place, Osborne Park WA 6017
Mobile: 0400981017 E-Mail: shelby.pignat@gmail.com

Objective

My objective is to utilise my digital knowledge, marketing, management skills and experience through a rewarding career in providing value for clients.

Education

Bachelor of Commerce   **Completed June 2015**

Majors: Marketing and Management
University of Western Australia

Front End Bootcamp   **Sept 2018**

Code Master Institute

Full Stack Flex Course   **Present**

UWA Coding Boot Camp

Experience

Digital Marketing Coordinator

Pindan   **Sept 2017- Present**

- Creating, updating, reviewing and implementing new content for project websites. This may include updating imagery, featuring articles, promoting current campaigns, selecting certain properties to highlight, designing landing pages and working with our digital agency on any necessary fixes or widgets to improve user experience.

- Collaboratively working with the marketing team in the development of content marketing strategies, concepts and campaigns to create comprehensive media schedules that allows for the sufficient and successful marketing of projects, within budget.

- Working with publishers and media agencies to book media for upcoming campaigns and analysing the results throughout, as well as post campaign, to facilitate the best outcomes and return on investment.

- Scheduling and posting content through online mediums, such as project websites & the Pindan corporate website and social channels. Whilst doing so, ensuring that appropriate tracking measures are in place in order to accurately monitor the performance of content and to optimise best performing creative when needed.

- Liaising with and advising our SEO agency on SEO strategy and campaigns, considering Google Analytics and Google AdWords to provide insight.

- Total management of online listings for project listings via online publishers and portals. This includes copywriting for the listings, arranging photography and virtual staging of images, updating listings with new information such as price changes and entering home opens. Offline, I arrange signage, work with creatives to develop print collateral and liaise with media agencies to book press.

- Briefing graphic designers, photographers and videographer on content requirements such as creative for online display campaigns, press ads, signage or for an email marketing campaign.

- Working with Microsoft Dynamics as the CRM to manage customer leads and eDMs.

National Sales Coordinator

Houseandland.com.au   **April- Sept 2017**

- Regulate content management through communicating with clients the asset requirements for their content, uploading content on behalf of clients and reporting any issues to the developers

- Assisting clients with initial set up, including agent admin and minor technical issues

- Analyse data from end of month reporting to identify key insights for customer facing reports

- Prepare revenue reports for to assist sales managers with customer retention

- Administration duties including: CRM management (Salesforce), producing client contracts, preparing sales collateral, research tasks, ad hoc task (mail merges)

- Liaising with the developer team on improvements to the website and other products as well as providing market feedback

- Social media assistance and UX developments

Sales and Marketing Coordinator

Cottesloe Beach House Stays   **June 2015- April 2017**

- Sales, up-selling promotions, implementing campaigns, local features and converting leads

- Administration duties such as first responder to phone calls, assisting guests with key collection, sending/ receiving documentation and processing payments

- Social Media Management including Facebook, Instagram and Twitter. Provide analytical reports on the Social Media data, outcomes and use the data to shape future strategy and execution

- Content management and creation for website (Druple), updates to WordPress sites

- Google AdWords, SEO, copy writing and reporting

- E-newsletter campaigns (Mailchimp and Benchmark)

- Preparing marketing material for publishing to relevant avenues- print or digital

- Create advertising/promotion campaigns using the Adobe creative suite to drive sales

- Plan, implement and measure short and long term strategies for Marketing

- Direct marketing research on competition, trends, pricing and consumer expectations

- Create weekly and monthly reports to track monthly targets and customer profiling

- Testimonial management for website, portals and feedback to the team/owners

- Managing profitable business relationships and acquiring new collaborations with local businesses

- Guest liaison, repeat guest program, owner liaison and customer service

- Host weekly meetings to communicate to the team any campaigns or changes that need to be implemented

Community partnership officer

Oaktree   **March- June 2016**

- Maintain relationships with partners- schools, business, previous participants

- Activities to ensure campaign is on track- phone banking

Sales and Marketing Consultant

Broadway Travel   **December 2014 - April 2016**

- Managing and updating company website with new content- WordPress

- Social Media management and content creation to push specials

- Create e-newsletter campaigns via MailChimp

Events and Marketing Intern

Via Appia Networking WA   **February– June 2014**

- Work in a team environment to help set up and run a networking event as well as weddings and charity events.

- Written blogs to promote speakers at events and the events themselves to be posted on different social media platforms.

Skills

Microsoft Office Suite including Word, Excel, Project, Publisher, PowerPoint and Outlook

Can operate Quick Books, Reservation Management System, NewBook, Salesforce

Adobe Suite Creative Suite

Technical Skills

HTML, CSS, JS, jQuery, Bootstrap, Moment JS

Links

- LinkedIn- https://www.linkedin.com/in/shelby-pignat-08795293/
- Github Profile- https://github.com/Shelbyrp
- Github Portfolio- https://shelbyrp.github.io/portfolio/

Technical Portfolio Examples

Gifta

A powerful yet simple charity locator which suggests nearby not-for-profit organisations based on the item the user wishes to dispose of. Gifta also provides the user with information about the charities by displaying associated Wikipedia articles within the app. This app uses HTML, CSS, JS, Google Maps API and Mediawiki.

Link: https://dandycodes.github.io/gifta/

Work Day Scheduler

This application has been created as a simple calendar application that allows a user to save events for each hour of the day by modifying starter code. This app will run in the browser and feature dynamically updated HTML, JS and CSS.

Link: https://shelbyrp.github.io/Work-Day-Scheduler/

Weather Dashboard

Anyone who uses this application will be able to see the weather outlook for multiple cities, pending which cities they input, so that they are able to plan their trip accordingly. This is based on the below acceptance criteria. OpenWeather One Call API is used to retrieve weather data for cities. This app utilises HTML, JS and CSS.

Link: https://shelbyrp.github.io/Weather-Dashboard/

Interest

I enjoy traveling and experiencing new cultures

Hikes or long walks with my dog, Otis

Attending events and festivals around Perth

Reading marketing articles with the latest insights and improvements

References will be supplied upon request