

Tania Magro

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EDUCATION AND TRAINING

- Diploma of IT (Web Development) | Coder Academy | December 2024
- Executive Certificate in Event Management | Australian Centre for Event Management | 2017
- Diploma of Hospitality Management | Northern Sydney Institute (TAFE NSW) | 2005
- Diploma of Business (Marketing) & Certificate IV Business (Marketing & Advertising) | Western Sydney Institute (TAFE NSW) | 2002

Other courses

- Cvent Event Management Accreditation
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EMPLOYMENT

CHARTERED ACCOUNTANTS AUSTRALIA & NEW ZEALAND

CPD Delivery Specialist | February 2019 – Present

- Work collaboratively with the Conference Project Managers to deliver our virtual, face-to-face or hybrid conferences
- Project manage the high-quality delivery of workshops across Australia and New Zealand.
- Preparing briefs that will be sent to internal stakeholders.
- Create action plans to assist with the building of the event, budgets and evaluations.
- Open communication and building relationships with all stakeholders involved with each event:
 - Account Managers
 - Event Delivery
 - Content and Development
 - Marketing
 - Presenters/Speakers
- Monitor various inboxes:
 - CPD Conference & Workshops
 - Public Practice Program
- Systems champion
 - Cvent champion for the organisation
 - Answering all questions from internal stakeholders regarding any issues they experience in Cvent.
 - Consulted with the Digital Transformation Team on the development of the new Education Store (website)
 - Consulted on the tender for the new event management system for the entire organisation.

Conference Project Manager | May 2021 to June 2022 (Secondment)

- Delivered Not-for-Profit Conference and Strategic Tax Planning Conference
 - achieved a high gross profit margin

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- exceeded revenue target.
- Developed the program for Future Focused Accounting Conference with a committee made up of current members who are leaders within the industry.
- Project manage the high-quality delivery of virtual conferences across Australia & New Zealand:
 - National SMSF Conference 2021
 - Strategic Tax Planning Conference 2022
 - Not-for-Profit Conference 2022
 - Future Focused Accounting Conference 2022

Events Specialist | October 2014 to January 2019

- Coordinate the high-quality delivery of small and large-scale events (but not limited to):
 - Award and New Member ceremonies, Chartered Accountants Program (Capstone, Masterclass and exams), conferences, workshops, seminars, networking (sporting tournaments, Young Chartered Accountants (YCA) events, Special Interest Groups (SIGs) Luncheons).
- Marketing of the event – creating marketing collateral with BMC, generating emails, creating the web store for the product, and utilising social media to market the event (Facebook, Twitter, Instagram and LinkedIn).
- Working with the Regional Manager NSW and assisting with the YCA Panel and YCA Champions.
- Administrator for the CAANZ New South Wales Members Group.
- Monitor various inboxes:
 - CA Study Masterclass NSW
 - CA Program Events NSW
 - Certificates NSW
- Oversee the mailing out of various certificates monthly and after each awards ceremony.

Service Advisor | May 2013 to October 2014

- Offered information and assistance to members, candidates, students, potential new members, the public and other clients who made inbound contact in relation, but not limited to:
 - Chartered Accountants Program
 - Assessments
 - Memberships
 - Events
 - Standards
 - Online Services
 - Member/Client Services/General Enquiries
- Interacted with various member segments via phone, email, web, face-to-face and social media.
- Worked with other business areas to improve member service by identifying trends, improvements, and concerns.

Subscriptions Clerk | May 2013 to May 2014

- Resolved all enquiries received from Australian and internationally based members regarding memberships and annual fees; this included answering any questions or queries, processing payments and associated administrative tasks.
 - Memberships:
 - Advise members on their applications, ensuring they met all by-laws and related

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regulations; applied concessional subscriptions where appropriate, confirmed appropriate Certificates of Public Practice and levies were in place, answering queries on joining various special interest groups and member benefits.

- Online Services:
 - Navigation and guidance around the website and issuing and/or resetting passwords for secure login.
 - Adhoc mailouts such as subscription forms, tax invoices, membership confirmation letters and membership certificates.
 - Database maintenance – updating members' contact details and collating responses from professional surveys.
 - Correspondence management – processing and responding to emails, letters, faxes, and subscription forms.
- Delivered consistent and excellent customer service to both internal and external stakeholders and clients.

Receptionist/Service Advisor | (Brisbane) – January 2012 to April 2013

- Maintained strong customer service knowledge by keeping up to date on key organisation products, services, and local events.
- Completed all customer transactions for the QLD Event Delivery team, such as enrolments, registrations, applications, event administration and pre-application skills assessments (PASA).
- Collated and reported on the overall event feedback, proving this to the event managers.
- Led the QLD Event Delivery team in maintaining strong customer service knowledge gained from National Customer Service Centre (Member Support) teleconferences.
- Partnered with Team Leader to develop and maintain a constructive culture across the Queensland office.
- Coordinated various ad hoc events and meetings.
- Various administrative tasks such as booking meeting rooms, managing diaries for various staff, and filing, invoices, and expenses.

MIRVAC GROUP

Reservations Supervisor, Quay West Suites | (Brisbane) – May 2010 to December 2011

- Prepared and distributed monthly lead generation sales for the team.
- Created and administered a daily checklist of tasks to be performed by the team.
- First point of contact for all enquiries regarding systems, profiles, reservations, and conflict resolutions.
- Attended regular leadership team meetings, advising on the team's daily/monthly revenue and workload.
- Processed all invoices and commissions.
- Processed reservations received by email, telephone and fax.
- Quoted and confirmed reservations for large accommodation groups.
 - Supported the Events Team with administration activities about onsite events and room bookings.
- Coordinated and tracked monthly revenue sales for the department.
- Oversaw conformance of the Standard Operating Performance by the team.
- Trained new staff on all aspects of the role from how reservations are created, to how to deal with customers.
- Undertook alternative duties to assist other teams (Duty Manager shifts).

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Reservations Supervisor, Central Reservations | (Sydney) – January 2008 to April 2010

- Managed a small team of eight staff in relation, but not limited to:
 - Monthly incentive goals:
 - Revenue goals
 - Call conversion
 - Quality assurance calls
 - Efficiencies
 - Transaction codes
 - Month-to-date reviews
 - Advised associates of any reservation issues (e.g. incorrect hotel bookings, misquotes).
- Monitored call volumes and assisted where required.
- Monitored Central Reservations Services (emails and voicemails) and replied as needed.
- Assisted associates concerning customer service issues.
- Managed bookings for all properties based in Australia and internationally.

Previous employment:

- Reservations Agent – Sebel Surry Hills | Mirvac Group
- Front Office Supervisor – Sebel Surry Hills | Mirvac Group

SYSTEMS & TECHNOLOGY

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| • Cvent (Event Management Platform) | • Blackboard |
| • Salesforce | • Netsuite |
| • Office 365 | • Social Media |
| • Promaster | • Brightcove |
| • Traction/Hootsuite/Marketo/Percolate | • HTML |
| • Jira | • CSS |