**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

**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
  + 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 (YCAs) 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 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).

**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) * Salesforce * Office 365 * Promaster |
| * Traction/Hootsuite/Marketo/Percolate |
| * Jira |
| * Blackboard * Netsuite * Social Media * Brightcove * HTML * CSS |