

Thomas Condran

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[Portfolio](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Creative and strategy-driven marketing professional with a passion for digital storytelling, community building, and wellness culture. Experienced in multi-platform social media marketing, content production, and performance analysis. Proven ability to deliver growth through engaging campaigns, scroll-stopping visuals, and results-focused strategy. Enthusiastic about helping purpose-driven fitness and health brands scale their impact through education, data, and design.

CORE COMPETENCIES

SOCIAL MEDIA & CONTENT

Social Media Campaigns (IG, TikTok, YouTube, Facebook, LinkedIn), Content Strategy & Creation (Video, Reels, Copywriting, Visual Design), Trend Spotting & Audience Engagement

DIGITAL TOOLS & PLATFORMS

Canva (Advanced), Adobe Suite, Klaviyo, Mailchimp, Shopify, WordPress, Tideo, ChatGPT, Claude, MAKE.com

ANALYTICS & OPTIMIZATION

Google Analytics, SEMrush, ROI tracking, Performance Analysis, Campaign Scheduling, Content Calendars

SPECIALIZED SKILLS

CRM & Automation, Marketing Funnels, Copywriting for Wellness & Fitness Brands, AI Content & Automation Tools

PROFESSIONAL EXPERIENCE

Marketing Strategy Consultant

Purple Patch Consulting

2022–2023

- Led content planning and campaign execution to drive client visibility
- Developed marketing plans using SEO, audience targeting, and social media
- Created brand-aligned digital assets for diverse wellness and health professionals

Marketing Intern

Layby Surgery

2022

- Revamped web and social content, resulting in a **25% increase in engagement**
- Scheduled and analyzed campaigns across Facebook and LinkedIn
- Coordinated visual design and editorial tone for audience retention

Freelance Marketing Services

Fiverr

2022–2023

- Delivered content strategy and design services to startups and independent creators
- Produced Instagram and TikTok-ready visuals and copy
- Consulted on Canva, Mailchimp, and brand positioning

Administrative Secretary

C.G Psychological Services

2004–2021

- Managed scheduling, CRM entries, and front-line client engagement
- Ensured exceptional client satisfaction and efficient communications

EDUCATION

Bachelor of Commerce – Marketing

University of Wollongong

2017–2024 (In Progress)

Perfect Score in Marketing Strategy (100/100)

Top Graduating Distinction in Marketing & Public Relations

Certificate IV in Screen & Media – Journalism

TAFE

2014

Project Management Course

TAFE

In Progress (2024)

CERTIFICATIONS & TRAINING

- Social Media Marketing Essentials (Meta)
- Google Analytics Basics
- Introduction to Google Ads (Google Digital Garage)
- Advanced Canva, Adobe Illustrator & Photoshop
- Klaviyo, Mailchimp, Shopify, WordPress, Tideo
- AI Content & Automation Tools: ChatGPT, Claude, MAKE.com

SELECTED ACHIEVEMENTS

- Achieved **25% increase in social media engagement** for medical startup
- **Ranked top of class** in strategy and public relations
- Created viral-ready content formats for small businesses
- Built a custom YouTube social listening tool for AI-driven content suggestions

REFERENCES

Elias Kyriazis

Senior Lecturer

(04) 25288056

Tom Hitchcock

Director

(04) 33668912

Katina Michael

Honorary Professor

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Christine Gillies

Clinical Psychologist

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Written references available at: [Reference Folder](#)