

THOMAS CONDRAN

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

Professional Summary

SEO-focused and detail-oriented marketing student with strong experience in B2B content strategy, analytics, and performance optimization. Skilled in applying SEO best practices, writing search-optimized content, and leveraging tools like SEMrush and Google Analytics. Experienced in building content systems, dashboards, and documentation that streamline digital performance and inform go-to-market strategies. Eager to contribute to Atlassian's mission of turning search users into lifelong customers by delivering high-impact, trusted content experiences.

Core Competencies

- SEO & Content Strategy: On/Off-Page SEO, Content Mapping, Internal Linking
 - Performance Marketing: KPI Reporting, CTR Optimization, Organic Growth
 - Tools & Analytics: SEMrush, Google Analytics, Excel (Pivot Tables, VLOOKUP), Dashboards
 - Technical Marketing: MAKE.com, Prompt Engineering, Claude, HTML, API Automation
 - Process & Documentation: Content Calendars, Release Roadmaps, Playbooks
 - Collaboration: Cross-Team Alignment, Internal Training Docs, Stakeholder Communication
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Professional Experience

Marketing Strategy Consultant

Purple Patch Consulting | 2022–2023

- Conducted competitor and keyword research to support SEO-driven campaign plans
- Created documentation for internal marketing processes and performance tracking
- Worked with designers and copywriters to produce conversion-oriented landing pages

Marketing Intern

Layby Surgery | 2022

- Implemented on-page SEO improvements, leading to stronger engagement metrics
- Supported web UX redesign and internal SEO training efforts for client team
- Created a structured blog calendar optimized for search intent and user journey

Freelance PR & Digital Marketing Services

Fiverr | 2022–2023

- Delivered B2B content optimized for long-tail keywords and high-value searches
- Built dashboards for content performance using Excel and Google Analytics
- Produced marketing assets aligned with SEO and conversion goals

Administrative Secretary

C.G Psychological Services | 2004–2021

- Managed internal communication and documentation, including digital file structuring
 - Supported operations through scheduling, client communication, and reporting
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Education

Bachelor of Commerce – Marketing

University of Wollongong | 2017–2024

- Achieved 100/100 in Marketing Strategy
- Multiple High Distinctions in Marketing and PR
- Developed a custom SEO SaaS tool with automated keyword tracking and content suggestions

Certificate IV in Screen and Media Journalism

TAFE | 2014

TAFE Project Management Course – In Progress | 2024

Certifications & Training

- Google Analytics Basics
 - Meta Social Media Marketing Essentials
 - Google Digital Garage – Introduction to Google Ads
 - No Code Architects Level 3 MAKE Automation Course
 - Agile Marketing Foundations (LinkedIn Learning)
 - Researching and Writing Using Generative AI Tools (LinkedIn Learning)
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Key Achievements

- Developed an SEO strategy for a SaaS platform targeting long-tail academic queries
 - Built dashboards in Excel with pivot tables and performance metrics for campaigns
 - Increased engagement by 25% through optimized site architecture and UX enhancements
 - Awarded Most Improved Indigenous Student
 - Delivered distinction-level academic work in SEO, marketing strategy, and analytics
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References

- Elias Kyriazis – Senior Lecturer | (04) 2528 8056
- Tom Hitchcock – Director | (04) 3366 8912
- Katina Michael – Honorary Professor | Katina@uow.edu.au
- Christine Gillies – Clinical Psychologist | 0435 741 817

Written references from Katina Michael and Elias Kyriazis are also available here:

[Reference Folder](#)