

Sebastian Vasta

Digital / Content / Strategy

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CAREER HIGHLIGHTS / full career on LinkedIn

- 2015 to date ■ **Head of Social Media / Fairfax Media, The Age / Melbourne**
Improving the way Australia's best newsroom uses social media to distribute its content, engage its audience, and extend its reach .
Strategy: Creating a business-wide strategy and processes.
Process: Guidelines and training for all sections and reporters.
Content: Monitoring social media to ideate and flesh out stories.
Real-time: Breaking the news in social media. Developing and executing process for major events, from coups to natural disasters.
Advertising: Managing Facebook advertising, with an unprecedented cost per click (CPC) of just 2 cents - five times cheaper.
People management: Leading a team of reporters creating content for 5 profiles, 17 hours a day, 7 days a week.
- 2013/2015 ■ **Head of Strategy & Content / Quiip**
Creating results-based, data-led digital strategies for clients across Australia as well as Quiip's own online presences.
Social content: Used tools like Twitter Cards to create visual and video content in real-time for bookmaker during Melbourne Cup.
People management: Managing and mentoring a team of five community managers working remotely on 65 SMB clients.
- 2011/2015 ■ **Digital & Social Media Strategist / Own Consultancy**
Varied projects for agencies and clients in Europe and Australia.
Strategy: Comprehensive review for Sony PlayStation - audience and competitor audit, data-based insights, engaging tactics.
Customer care: Analysed negative conversation about O2's network to develop multi-channel strategy and tone of voice.
- 2009/2011 ■ **Social Media Manager / Singtel Optus / Sydney**
Created and led social team at this large telco. Authored strategy and processes. Stimulated and governed activity business-wide.
Social Media marketing: Built Facebook page from 0-50,000 likes with engagement score twice the average for similar pages.
Voice of customer and crisis communications: Developed process that kept customers in fire and flood ravaged areas of Australia informed, while informing internal teams about service availability.
- 2006/2007 ■ **Digital Producer – Europe / Electronic Arts / London**
Rollout and community management of websites in 15 countries.
Sponsorship content: H&M virtual catwalk competition for The Sims communities around Europe exceeded UGC targets.
- 2000/2002 ■ **Content & Community Manager / Junkee Media / Sydney**
Broad role producing multimedia content and client ad campaigns.
Community: Kickstarted forum engagement. Traffic uplift made inthemix.com.au Australia's #1 music website in its first 8 months.

EDUCATION /

- 2004 ■ **Diploma in Journalism / Macleay College**
Dux – Outstanding Achievement Award
- 1999 ■ **Bachelor of Arts / Journalism/International Studies / University of Technology, Sydney**

SKILLS /

	good > better > best
Digital Strategy	■■■■■■■■
Content & Creative	■■■■■■■■
Community Management	■■■■■■■■
Customer Response	■■■■■■■■
Reporting & Insights	■■■■■■■■
Team Leadership	■■■■■■■■
Mentoring & Training	■■■■■■■■
Client Service/Consulting	■■■■■■■■
Visual Design	■■■■■■■
Copywriting	■■■■■■■
SEO/SEM	■■■■■■■
Process Documentation	■■■■■■■
Web/Graphic Design	■■■■■
HTML/CSS	■■■

WHAT ARE MY USPs?

- 16 years' experience in all facets of digital give me a unique perspective.
- I have the creativity and work ethic of an agency staffer, the business and big picture focus of a client-side manager.
- **Communicator:** years of working with international teams and stakeholders.
- **Thought Leader:** presenter and guest blogger at Social Media Week & more.
- **Results-based:** I establish business - specific metrics to demonstrate ROI.
- **Up to date:** my strategies and content use the latest tricks and platform changes – from social ads to SEO.
- **Data geek:** I use the best available tools to gather analytics – and iterate.
- **Problem solver:** Lateral thinker. Proactively suggests improvements. Questions the status quo.
- **Mentor:** I lead training and workshops for companies such as Sony.
- **Process:** I write guidelines for content creation, moderation, and more.
- **Efficient:** I use allocated hours and budgets in the most effective way.
- **Technical:** Hands-on roles mean I speak the language of devs & creatives.
- **Empathetic:** Uses social behaviours to get a desired reaction.
- **Adaptable style:** Juggling many clients draws on my journalism background.