

COREY HATTON

Communications & Marketing Professional

0407 794 446

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coreyhatton.au

Maylands, WA

Professional Summary

Passionate Change & Communications Specialist with a flair for crafting captivating content and driving impactful communication strategies across diverse WA organisations. Skilled at turning data-driven insights into action, managing change seamlessly and enhancing internal engagement with expertise across platforms including Excel, Powerpoint, SharePoint and more. Excited to bring my consulting and communications expertise into a stable role where I can collaborate, innovate and inspire.

Education

BCom (Hons) | Bachelor of Commerce | *First Class Honours majoring in Marketing & Communications*
The University of Western Australia | Jan '12 – Dec '17

First Class Honours achieved in Marketing through submission of an in-depth research thesis titled 'Antecedents & Consequences of Value Co-Creation in Smart Tourism'.

Career & Professional Experience



Communications & Marketing Consultant

Independent Consultant - Freelance | Perth, WA | Dec '22 - Present

Leveraging my strategic expertise, I have helped small to medium enterprises across Australia unlock brand growth through holistic communications strategy design, implementation and creation of collateral. Recent client successes include:

- Leading the development and implementation of client-facing communication strategies, successfully increasing key marketing metrics (+40% active users, +139% social media reach).
- Partnering with clients to design and execute innovative communication deliverables, including data-driven strategies that boosted organic traffic by 20+% and social engagement by 300+%.
- Collaborated with clients to create polished, compelling copy and comms across multiple media channels, tailored to diverse internal and external audiences.

Career Break | Apr '22 – Dec '22

Planned time away from work to pursue growth opportunities in digital, programming and writing.



Change & Internal Communications Specialist

Capricorn Society | Perth, WA | Apr '21 – Mar '22

Played a pivotal role in streamlining internal comms and managing change within a national organisation operating across AU and NZ, with a particular focus on communications including:

- Spearheading the development and execution of a comprehensive internal communications strategy for 400+ national employees, fostering unity and engagement across the organisation.
- Leading change management for a brand-new financial services product and large-scale technology overhaul, working with diverse project SMEs and overseeing all facets of communications, planning, staff training, and project implementation using Prosci ADKAR.

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- Collaborating with the Crisis Management Team during the height of the COVID-19 pandemic to create, document and implement new crisis communications processes, channels and tools across multiple different platforms, including mobile, email and online on Teams and SharePoint.



metrix

Market Research & Strategy Consultant

Metrix Consulting | Perth, WA | Feb '19 - Jul '21

Delivered valuable insights and strategic recommendations through evidence-based research projects:

- Pitched, designed and delivered high-quality evidence-based reports and recommendations to clients and industry bodies across Australia directly to clients of all levels, up to and including c-suite executives and leadership personnel, guiding product and marketing strategies to success.
- As lead analyst and supporting consultant in the project, I played a major role in pitching, designing and executing a holistic Voice of the Customer program to a well-known national gas and electrical retailer. Over the course of 12 months, my insights supported the client in reaching and maintaining a competitive benchmark of >80% overall customer satisfaction.

Skills & Competencies

- Strategic communications planning, development, in-depth evaluation and optimisation
- Extensive consulting and team collaboration skills
- Strategic copywriting and content creation
- Stakeholder engagement and relationship building
- Change management (ADKAR/Prosci-based)
- Workshop development and facilitation
- Full Microsoft Office 365 suite (Word, PowerPoint, Excel, SharePoint, Teams etc.)
- SharePoint intranet management and design
- Google Analytics (GA4) & Google Search Console
- Web Development (HTML, CSS, JavaScript, PHP)
- Adobe CC Suite (Photoshop, InDesign, Illustrator)

Publications



Customers' motives to co-create in smart services interactions (Roy, S.K., Singh, G., Hatton, C. et al.)

In *Electronic Commerce Research*, published Dec '22.

Included in the Sep '23 *Special Issue on digital marketing and eCommerce* - [online link](#)

References

Greg Kaeding - Chairperson | The Avon Descent Association

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(Further references available upon request)