
+61 488 436 719 | debracupitt@gmail.com | Melbourne, Australia

skills

- Social Media Marketing
- Website Development
- Content development
- Project Management
- Problem Solving
- Usability Testing and Design
- Design thinking
- Lean Startup Methodology
- Events Management
- Resource Management

experience

One10 Group


Engagement and Impact Lead, 2015-2016

Marketing and Communications


- Manage and implement our digital marketing and media activities and advertising across eDMs, media releases, Facebook, LinkedIn, Twitter, Google Adwords, Vimeo
- Create regular content to be marketed via all inbound channels (social, email, blog, landing pages etc.)
- Develop and implement communications strategies and plans.
- Develop strong integration between our digital platforms (including website, marketing automation software and social platforms)
- Optimising SEO performance to maximise client acquisition, engagement, retention and value.

Website

- Full responsibility for One10's website, including front end and back-end maintenance, ensuring we are always online. Oversee website hosting, platform licences.
- Manage relationships with external suppliers and platforms, including developers.
- Design: managing the development of wireframes, design, UX, navigation and user journeys, A/B testing of pages and user journeys, conversion rate optimisation (for responsive, desktop and mobile sites)
- Functionality and integration: commission functionality and platform upgrades and integration with our other platforms (CRM, marketing automation platforms, social) as required.



experience cont.



One10 Group

Engagement and Impact lead, 2015-2016

Impact

- Identifying social and environmental impact measurements, and implement monitoring, evaluation and reporting.
- Developing strategies to enhance positive social and environmental impacts.
- Reporting on impacts and impact management
- Assisting clients with identifying, assessing, and measuring their impact
- Improving business processes to increase efficiency and transparency
- Multi-stakeholder management (clients, partners, internal staff, interns)

BT Assurance Systems

Software Usability Officer and Client Consultant, 2015

Marketing and Communications

- Assisting developing company's branding, marketing and media communication activities
- Participating in industry forums, client discussions, and conferences as a representative of the organisation.
- Working to attract and retain clients and other stakeholders
- Designing and developing educational material

Project Management

- Coordinating activities within the organisation to meet organisational objectives.
- Responding to client enquiries, assisting system implementation and resolving problems arising during projects and implementations
- Assisting with administrative work, including minute taking and maintaining the internal CRM database
- Monitoring project timelines

User Experience (UX)

- Developing and improving products as per client needs and requests, and as requires to target new customer segments
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experience cont.



Volunteer

Teacher and Tutor, 2013-2015

Key activities

- Designing lessons for students with a range of abilities.
- Delivering lessons to a class of up to 20 students.
- Building relationships with people from diverse cultural backgrounds and nationalities.
- Supporting other teachers in their classroom activities.

education

BA Educational Studies

University of Canberra, 2010-2012

Received excellent feedback on all practical sessions. Achieved a GPA of 5.96/7.

MA International Development

University of Canberra, 2012-2014

Completed Masters Research Paper, titled: Assessing Corporate Communications: A Moral Approach. Achieved a GPA of 6.65/7.

awards

Dean's Award

University of Canberra, 2012, '13, '14

Given by the University of Canberra for Academic Excellence, achieving a GPA above 6.

Golden Key Award

Golden Key Society, 2011

Given by the Golden Key Society for achieving results in the top 15% of the cohort.

references

Veronica Munro

Former CEO, One10

Tel: +61 416 611 027
Email: veronica@beboldconsulting.com.au
Location: Melbourne, Australia

Alan Johncock

Senior Manager, Charter Hall

Tel: +61 438 348 198
Email: alan.johncock@charterhall.com.au
Location: Melbourne, Australia
