

MEGAN SKIPPEN

MARKETING, COMMUNICATIONS, PR,
EVENTS, CUSTOMER EXPERIENCE,
WEB DESIGN AND DEVELOPMENT



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YEAR	ROLE	ORGANISATION	LOCATION
2021+	Head of Marketing & Communications	Centennial Property Group	Sydney, Australia
2020+	Design and Consultancy	Project Agents	Sydney, Australia
2018-2021	Head of Marketing	Greenland Australia	Sydney, Australia
2018-2018	Marketing and Communications Director	Coronation Property	Sydney, Australia
2014-2018	Head of Marketing & Public Relations	Meriton	Sydney, Australia
2011-2014	Head of Customer Engagement	Waratahs Rugby Union	Sydney, Australia
2009-2011	Membership & Consumer Manager	Wests Tigers Rugby League	Sydney, Australia
2008-2009	Business Development Executive	The Football Association	London, UK
2006-2008	Sponsorship/Marketing Executive	Australian Turf Club	Sydney, Australia
2001-2006	National Marketing Executive	McGrath Estate Agents	Sydney, Australia

PERSONAL SUMMARY

Experienced marketing and communications professional with proven ability to plan and coordinate marketing strategies that grow business and capture the target audience. Diverse experience in property, customer engagement/loyalty and event industries. Skilled in cross functional and team collaboration with a history of adhering to project budgets and achieving deadlines, while using creative designs and persuasive writing to reach and nurture the desired target audience to enhance company image and reputation.

SPECIALTIES

Business Planning – Marketing Strategy and Implementation – Brand Development – Stakeholder Communications – Customer Engagement and Membership – Advertising – Email Marketing – Social Media – Project Management – Website Management and Development – Creative Design Leadership – Signage, Collateral and Publications – Community Partnerships – Sponsorship – Media Relations – Writing and Editing – Event Planning – Web design and full-stack web-development.



KEY ACCOMPLISHMENTS & QUALIFICATIONS

- Extensive experience in property marketing and communications
- Provide high-level strategic advice and solutions to senior management in a large, complex organisation on sensitive and high-risk issues
- Successfully launching Greenland's penthouse collection, achieving a record sales price, \$1 million over the listing price
- Successful management of launch marketing campaigns across multiple projects including residential, retail, hotel and commercial – up to 12 projects at a time for the lifecycle of the project working through land acquisition, DA, community engagement, launch, settlement, sell-through and leasing
- Increasing customer acquisition and retention through effective strategies and execution to achieve an increase in membership; Rugby Union 10,500 to 18,500 (2011-13) and Rugby League; 3,500 to 9,500 (2009-11)
- Increasing Waratahs ticket and merchandise sales revenue by 25% over budget targets in 2012
- Proven marketing, communications and engagement strategy development to increase Waratahs Rugby brand tone and customer service satisfaction from 33% to 82% in 2011-2013
- Increasing Wests Tigers membership revenue by 150% from 2009 to 2011
- Track record of building and maintaining winning commercial partnerships developing relationships with over 200+ corporate, government, supplier and local stakeholders (International/National/Local)
- Successfully developing communications and social media content schedules for Alumni, members, fans and participants to increase social media communities from 30-85K from 2013-14
- Excellent project management including CRM builds for event organisation, promotion and execution across six stadiums and two racecourses



PROFESSIONAL EDUCATION

2021	Full-stack web development Sydney University
2019	Masters of Business Administration (MBA) Torrens University
2005	Diploma of Business, Marketing APM Training Institute, North Sydney Overall position: College Dux



SKILLS, STUDIES, HOBBIES

Skills

Microsoft office suite
Adobe Creative Suite
Database, CRM/CMS platforms
Social Media
Operating systems, PC and MAC

Studies

Business Marketing/Admin
Direct Marketing
Social Media
Presentation and Leadership
RSA

Hobbies

Triathlon competitions
Squash/tennis
Creative workshops
Swimming
Travel



REFERENCES ON REQUEST

George Fidler, [Greenland Australia](#) – Director of Retail and Asset Management
Lee Valentine, [Enigma](#) - Group Executive Director
Bruce Raynor, Formerly at [Meriton](#), currently at [Deicorp](#) - Chief Financial Officer



PROFESSIONAL EXPERIENCE

PROJECT AGENTS, BUSINESS OWNER AND CONSULTANT

2020-ONGOING

Website: <https://projectagents.com.au>

Job requirements: Corporate and Project Branding, Marketing and Public Relations, Communication and Content, Web Design and Development.

Responsibilities:

- Develop and execute relevant marketing and communications strategies for the company, residential, retail shopping villages and rental divisions
- Establish best business processes for marketing and communications through strategy setup and application through salesforce
- Aid in the financial success of the marketing division and projects through campaigns that drive lead generation

CENTENNIAL PROPERTY GROUP, HEAD OF MARKETING & COMMUNICATIONS JAN 2021-ONGOING

Website: <https://centennial.com.au/>

Job requirements: Corporate and Project Branding, Marketing and Public Relations, Communication and Content, Events, Customer Loyalty, Stakeholder Engagement, Placemaking, Corporate Affairs, Risk Management, Salesforce Business Analytics

Responsibilities:

- Develop and execute relevant marketing and communications strategies for the company, residential, retail shopping villages and rental divisions
- Establish best business processes for marketing and communications through strategy setup and application through salesforce
- Aid in the financial success of the marketing division and projects through campaigns that drive lead generation
- Develop events and community initiatives, implemented across the portfolio
- Lead the development of public relations and social media communication strategies for Greenland Australia
- Deliver all marketing, communications, events, sales objects for the Greenland corporate subsidiary in Australia and all individual project brands
- Developments include Greenland Centre, Sydney (480apts), Omnia, Potts Point (132apts), Park Sydney, Erskineville (1,400apts), nbh, Macquarie Park (892apts), Leichhardt Green (224)

GREENLAND AUSTRALIA, HEAD OF MARKETING & COMMUNICATIONS MANAGER JUN 2018-2021

Website: <http://www.greenlandaustralia.com.au/en/>

Job requirements: Corporate and Project Branding, Marketing and Public Relations, Communication and Content, Events, Customer Loyalty, Stakeholder Engagement, Placemaking, Corporate Affairs, Risk Management, Salesforce Business Analytics

Responsibilities:

- Develop and execute relevant marketing and communications strategies for the company, residential, retail shopping villages and rental divisions
- Establish best business processes for marketing and communications through strategy setup and application through salesforce
- Aid in the financial success of the marketing division and projects through campaigns that drive lead generation
- Develop events and community initiatives, implemented across the portfolio
- Lead the development of public relations and social media communication strategies for Greenland Australia
- Deliver all marketing, communications, events, sales objects for the Greenland corporate subsidiary in Australia and all individual project brands
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CORONATION, MARKETING & COMMUNICATIONS DIRECTOR

JAN 2018 – JUNE 2018

Website: www.coronation.com.au

Job requirements: Corporate Brand, Marketing and Public Relations, Senior Management, Events, Customer Loyalty, Stakeholder Engagement

Responsibilities:

- Develop relevant marketing and communications strategies for the company, residential, retail, rental and construction divisions
- Provide strong leadership and direction to the organisation for marketing, public relations and customer experience while managing a team of 8 staff members
- Aid in the financial success of the marketing division and projects through campaigns that drive enquiry and sales
- Lead the development of public relations and social media communication strategies for Coronation
- Developments include The Paper Mill precinct, Liverpool (883apts), 8 Phillip Street, Parramatta (314apts), Charlie Parker, Harris Park (111apts)

MERITON, RESIDENTIAL, RENTAL, RETAIL, HOTEL DEVELOPMENT & CONSTRUCTION 2014 –2018

MERITON, HEAD OF MARKETING & PUBLIC RELATIONS

NOV 2015 –2018

Website: <https://www.meriton.com.au/>

Job requirements: Corporate Brand, Project Marketing, Public Relations, Senior Advisor/Management, Events, Sponsorship

Responsibilities:

- Develop relevant national and international marketing strategies for the company, residential, retail shopping centres, rental and construction divisions
- Provide strong leadership and direction to the organisation for marketing and public relations, managing a team of 6 staff members
- Aid in the financial success of the marketing division and projects through campaigns that drive traffic and enquiry
- Manage internal stakeholders including construction, architecture, sales, interior design, serviced apartments and commercial to ensure achievement of sales and marketing objectives
- Manage company sponsorships, merchandise brand role out and community engagement plans
- Lead the development of public relations and social media communication strategies for the Meriton Group and Mr Harry Triguboff A.O.
- Developments to date include Symphony Zetland (350apts), The Gallery, Rosebery (800+apts) Pagewood Green (3,000+apts), The Retreat Sydney Olympic Park (2,000+apts), Spectrum Mascot (346apts), Ocean Surfers Paradise (500+apts) and 8 further projects in the pipeline for 2018 and beyond

MERITON, NATIONAL PROJECT MARKETING MANAGER (CONTRACT ROLE)

2014 – 2015

Job requirements: Marketing and Brand Development, Project and Stakeholder Management, Digital Marketing, Residential, Retail, Rental.

Responsibilities:

- Delivering Project Marketing plans and preparing for launch, high end residential developments across the company portfolio
- Working closely with the company Owner, Sales Director and Marketing Director to deliver multiple project campaigns
- Develop and initiate creative briefs to increase lead generation and sales conversion across all projects
- Developments to date include Altitude Parramatta (330apts), Evoke Ryde (280apts) Mascot Central (1,200+apts), Tribeca Waterloo (234apts), Zeta Rosebery (219apts), Luna Lewisham (300apts), Acacia Ultimo (300apts), Botania Sydney Olympic Park (350apts),

WARATAHS RUGBY, HEAD OF CUSTOMER ENGAGEMENT

2011 – 2014

Website: www.waratahs.com.au

Job requirements: Brand and Community Program Development, Partner/Supplier Management, Membership/Ticketing Management and Communications, Event Management, Business Development, Consumer Promotions, Match Day Operations.

Primary purpose of role: A senior member of the Waratahs Management team reporting to the CEO, accountable for the Waratahs Rugby Customer Engagement and loyalty functions. The role embraces liaising with partners and community connection through effective growth and retention targets and Fan Engagement strategies. Managing the servicing of memberships, ticketing and fan experience to achieve the overall business vision.

Responsibilities:

- Support the CEO in the development and implementation of the customer engagement and Licensing strategies
- Leverage relationships with all partners, suppliers and licensees, government relations, home stadiums, ticketing partners, SCGT, and other external stakeholders
- Manage member and alumni retention marketing strategies to minimise churn, increase engagement, product awareness and grow revenue and profitability across customer segments
- Driving crowds and revenue for match day attendance
- Develop and execute marketing, advertising, communications, website, social, promotional and event activation activities to drive consumer brand engagement
- Strategic analysis of all consumer areas of the business including retention, growth and return on investment
- Responsible for day to day budgetary management for all consumer strategies and campaigns
- Responsible for all charity tenders and requests
- Develop and execution end to end, multi-channel marketing campaigns to up sell and cross sell products
- Plan, implement and evaluate special events including match day, membership, merchandise, promotional and community events from concept through to managing event staff within budgetary requirements

WESTS TIGERS RUGBY LEAGUE, MEMBERSHIP & CUSTOMER EXPERIENCE MANAGER 2009 – 2011

Website: www.weststigers.com.au

Job requirements: Membership, Ticketing, Business Development, Sponsorship, Promotions, Events, Match Day Operations and Community Engagement

Responsibilities:

- Develop and implement innovative ticket sales strategies to maximise revenue, attendance and prospective Member data from Wests Tigers home games
- Identify key customer segments to build prospective member database and target subsequent sales campaigns
- Event planning and execution including match day events, member and promotional event days
- Develop and execute comprehensive member communications/marketing plans, including designing and editing the E-newsletter weekly (HTML)
- Undertake thorough quotation process to ensure budgeted expenses are met or reduced
- Manage the growth and maintenance of the membership/CRM database (Stayinfront)
- Analyse ROI on all direct marketing campaigns and prepare reports for future campaigns
- Design and implement the annual membership and supporter surveys and dissect results for reporting
- Manage event builds for Sydney Football Stadium, SCG, Leichhardt Oval and Campbelltown Sports Stadium
- Manage a team of full time and casual staff
- Oversee the recruitment and management of casual employees during peak membership periods

THE FOOTBALL ASSOCIATION, BUSINESS DEVELOPMENT EXECUTIVE

2008 – 2009

Website: www.thefa.com

Job requirements: Licensing/Merchandise/Retail, Business Development, Product Approvals, Brand and Events

Responsibilities:

- Reporting to the Head of Business Development, responsible for promotional activities, key partner management, The FA's UK and International Licensing programs to include 'England' and 'The FA Cup'
- Work with the Business Development team to drive revenue across the categories, providing partners with regular brand updates/communication tools
- Liaise with the players agent, team administration, sponsorship and media departments in relation to the player deals and player requests for use of the England brand and product requirements
- Work with partners to integrate relevant products into their individual marketing campaigns to increase retail space for England Branded merchandise and promotional products

- Setting, reviewing and assisting licensees to implement their business plans enhancing commercial performance
- Developing new brand guidelines and communication tools for the next commercial term
- Liaise with Football Clubs to develop and execute their licensing program for The FA Cup

Major partners include: Umbro (now owned by Nike), M&S, TESCO, 1966 (part of the 19 Entertainment Group), CPLG (UK Licensing Agent), Sporting iD, Topps, Electronic Arts. Major clubs include: Manchester United, Chelsea, Arsenal and Everton

AUSTRALIAN TURF CLUB (ATC), SPONSORSHIP/MARKETING EXECUTIVE

2006 – 2008

Website: <https://www.australianturfclub.com.au/>

Job requirements: Sponsor Management, Marketing Design & Communications, Event Management and Promotions

Responsibilities:

- Reporting to the Partnership Manager and Executive Director of Marketing
- Manage all current sponsors and deliver and service all benefits in accordance with contractual obligations
- Liaise with sponsors, media partners and suppliers to carry out their individual race day events including anticipating emerging problems and working with sponsors to provide mutually agreeable outcomes
- Provide support to the Partnership Manager securing new clients, budgets and race day particulars
- Assisting sponsors in leveraging their sponsorship and developing sponsorship benefits to meet objectives
- Responsible for the day-to-day management of the sponsorship expenditure budget over \$1.5 million

Last run event: Tooheys New Royal Randwick Carnival, 26 April - 3 May 2008

Major clients include: Tooheys, Emirates, David Jones, Cadbury Schweppes, JPMorgan, VISA, SEEK, Channel Nine, William Inglis & Sons, Samsung, Percy Marks, Bacardi-Lion, SHARP Direct, Keystone, BigPond,

MCGRATH ESTATE AGENTS AND RUN PROPERTY MERGER, NATIONAL MARKETING & ADVERTISING EXECUTIVE 2001 – 2006

Website: www.mcgrath.com.au

Job requirements: Marketing, Brand Management, Advertising, Design and Event Management

Responsibilities:

- Reporting to the company Directors, CEO, COO and NSW State Manager
- Co-ordinating a National re-brand and managing all marketing and advertising collateral
- Managing a team of Marketing Co-ordinators
- Liaise with multiple franchise offices in NSW for their brand/marketing/advertising/event requirements