

SUMMARY

- Senior marketing and growth leader with 7 years of experience across private equity, hospitality, digital agencies and government (NDIS) sectors.
- Currently leading marketing at Bami Vietnamese, a national restaurant franchise with 22 locations across South Australia and Victoria.
- Proven track record in scaling multi-site businesses, leading digital transformation, and delivering measurable commercial growth through strategic brand, technology and operational initiatives.

CAREER HIGHLIGHTS

Head of Marketing

05/2023 - 02/2026

Bami Vietnamese, Adelaide & Melbourne

- Led brand strategy and marketing campaigns across 22 stores in SA & VIC.
- Planned and executed seasonal and new store opening campaigns in collaboration with national and regional print media including The Advertiser, Glam Adelaide, The Standard and Warrnambool Weekly.
- Coordinated and produced radio advertising campaigns with ACE Radio network stations (3YB, Coast FM), from scripting through to on-air scheduling.
- Led the \$80,000 development of the Bami mobile ordering app (iOS & Android), overseeing UI/UX design in Figma, vendor outsourcing, and acting as product/business analyst.
- Led POS transformation across all stores, transitioning from SwiftPOS to Abacus & Lightspeed; integrated Doshii for seamless Uber Eats, Menulog, and DoorDash ordering; designed kiosk and table-ordering UX.
- Liaised with food bloggers, influencers, journalists and photographers to deliver integrated marketing campaigns for new store openings and seasonal promotions.
- Worked with architects, builders, local councils, certifiers, and shopping centre management to coordinate fit-outs and launches of new Bami locations.
- Revamped UI/UX of the Bami website using WordPress.
- Delivered EDM campaigns to 22,000+ contacts; built automation workflows via HubSpot & MailChimp.
- Managed all external media and agency partnerships across influencers, radio, OOH, social and SEM.
- Coordinated with centre marketing managers, media providers and marketing agencies for promotional campaigns and activities.
- Directly managed a team of 4 internal marketing, design and business analyst members.

Marketing Manager

11/2021 - 05/2023

Mobo Group, Adelaide

- Supported the executive team and the CEO with managing key marketing activities across 12 sites.
- Developed the marketing action plan incorporating key marketing activities at 12 sites, leading to 215% increase in social media engagement, 27% increase in website visitors, 60% increase in online enquiries.
- Led the development of the automation workflow on Dynamics 365, MailChimp and Square.
- Led the production of 7 videos promoting Mobo's Disability Employment Services, 2 of which went viral on social media, generating 45,000+ views.
- Led a marketing team of 3 and liaised with 4 external partners to produce promotional content.
- Executed 9 social media ad campaigns, generating 105,000 reach and 70,000+ views.

EARLY CAREER INSIGHT

Marketing Specialist

Oct 2020 - Nov 2021

Barclay Pearce Capital, Sydney

- Coordinated with the CMO and Head of Marketing to execute IR campaigns for both BPC and its clients.
- Directly planned and developed the digital platforms for Barclay Pearce Times, a subset of BPC.
- Executed paid digital campaigns to promote BPC and its clients.
- Managed the development of IR campaigns for ASX-listed clients.
- Directly produced 26 podcast episodes, videos and digital content templates.
- Developed websites for ASX-listed clients from the mining, consumer services and technology sector.
- Maintained accurate database management, updates and EDM distribution on HubSpot Enterprise.
- Executed SEO & SEM campaigns that generated 4000 monthly visitors.

Marketing Coordinator

Mar 2019 - Oct 2020

Mobile Mart, Sydney

- Led the transfer and development of the ecommerce platform from Shopify to WooCommerce.
- Executed promotional campaigns across paid & owned channels generating \$80,000 in online sales.
- Managed marketing automation and a database of over 2000 ANZ wholesale & retail customers.
- Executed SEO & SEM campaigns that led to consistent top 3-5 rankings on key product pages and 230% increase in website visitors.

Founder - Digital Marketing & Web Developer

Mar 2018 - Aug 2019

Clicker Agency, Sydney

Worked with a team of 4 freelancers on a variety of marketing, design, production and web projects for restaurants, hair salons, accounting, real estate and consulting firms in NSW.

QUALIFICATIONS

Bachelor of Communications and Media Studies

Mar 2017 - Nov 2019

University of Wollongong, Australia

Graduated with distinction, double majoring in Digital Media, Marketing and Advertising.

Diploma of Information Technology

Feb 2015 - Jan 2017

FPT Polytechnic, Vietnam

Specialisation: Web Development, UI/UX Design, Web Analytics and Security.

ACHIEVEMENTS

Top 10 Hack4Growth Startup Challenge in Vietnam 2020

Co-founder of SpaceHub - an 'Airbnb for storage space' model.

Top 8 UAVS Startup Challenge in Sydney 2019

Founder of Gozy - Auto classifieds site.

Top 1 UOW's iUnivative Business Program 2018

Award-winning marketing communications plan for Illawarra Leagues Club