

SIMON BROWNE

CONTACT

Phone: 0403 734 180

Email: im@simonbrowne.com.au

 [linkedin.com/in/simonjbrowne](https://www.linkedin.com/in/simonjbrowne)

PROFILE

I am an experienced producer and account manager that has worked in a wide variety of roles within the digital industry. Throughout my career I have gained experience across multiple functions including digital strategy and management, client and vendor support, design and product development.

I'm now looking to further build my skills that I have developed in digital management and find a position that aligns with my passion for helping organisations maximise their value from digital products and services.

KEY SKILLS

- Ability to decipher issues and concerns with other team members to provide a timeline response and resolution
Technical decision making, including implementing those decisions, and providing ongoing training to ensure maximum uptake
- Ability to translate product capability and features into benefits that the organisation can understand
- Strong interpersonal skills with the ability to manage multiple stakeholders of varying levels of technical experience and understanding
- Ability to understand and learn existing systems and platforms to ensure that they are being utilised to their full extent
- A high level of empathy for customers, and the ability to build trust over long term relationships
- Experience working cross-functionally with product owners, development teams and marketing to translate customer needs into useful product feedback and requirements
- Experience building and supporting client and vendor relationships both for my own consulting businesses as well as for my previous employers
- Experienced in Agile and Scrum methodologies, ability to prioritise and maintain the product backlog while working closely with development and aligning teams
- Owning the entire product lifecycle process, from ideation through to MVP, user testing and implementation

EXPERIENCE

Digital Manager

Grill'd Healthy Burgers

Dec 2017 - Mar 2019

I was employed by Grill'd to assist in their transition period from an existing Marketing team and Digital Manager to a restructured and dedicated Digital team. My role during that time was to support their organisation through the peak summer period, taking ownership of the mobile application and website. Due to my strong technical and broad systems knowledge, I was asked to continue with Grill'd and provide support across multiple departments within the business. These responsibilities included:

- Oversaw all digital products and development including using agile methodologies including user stories and backlog grooming
- Successfully delivered the Grill'd mobile app after taking over and recovering the project which had run significantly over time and budget
- Managed of the Grill'd website and email campaigns
- Assisted in the implementation and rollout of Salesforce within the organization
- Customer support and issue resolution for the e-commerce platform
- Restaurant support and issue resolution for the e-commerce platform and payment gateway
- Digital campaign planning and roll out
- Analytics setup, monitoring and reporting
- Managed Grill'd's social media channels and outgoing customer communications

Achievements

- With minimal handover and a marketing team with limited digital experience and understanding of the current systems, I was able to assess the current environment and plan a heavily digital reliant Summer Campaign that utilised EDM's, website competitions and instore promotions within weeks of starting.
- For the last 5 years Grill'd was a major partner of the Polished Man charity, giving free burgers to participants for their support. I was responsible for restructuring the engagement model for the campaign, and by leveraging the donation platform and integrating the Grill'd App, we saw a record amount donated and increased engagement to both organisations.

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Online and E-Commerce Manager

Tackle World
(Cranbourne & Mornington)

Mar 2016 - Sep 2017

My role at TackleWorld was to provide a strong foundation for the business to sell online, and improve an existing platform that was not performing. I designed and setup a new e-commerce site and setup up internal business processes to support the site. As part of the growth, I designed and managed all marketing material for EDM's and social platforms.

- Management of the Tackle World website and e-commerce platform
- Redesign and development of the Tackle World e-commerce platform
- Customer support for the Tackle World website and e-commerce platform
- Increased the annual revenue from online orders from \$25k - \$250k in the first year
- Setup up logistics and internal processes to support growth of online business
- Online marketing and social media support

Digital Producer

BHIVE Group

Dec 2012 - Feb 2016

BHIVE is a boutique communications agency that provided bespoke digital solutions to its many clients. While I was a part of the agency I was involved in web and mobile projects with key clients such as Bendigo Bank and Monash Uni.

- Account manager for key clients and projects
- Management of external development teams to deliver client projects
- Workflow and UI design for customer application development
- Design work for web and print
- Support of existing customers and products

Founder / Digital Producer

Life is Digital

Mar 2011 - Present

I started Life is Digital to support small to medium business with their digital needs. I found that these businesses are often under resourced and often overwhelmed with the speed that the digital landscape has grown. My broad skill set allows me to be involved in all aspects of the digital pipeline.

- Digital strategy and planning
- Systems integrations with internal and external platforms
- Maintenance of digital assets
- Small to medium business IT setup, training & support
- Digital marketing and campaign planning
- Client workshops and planning sessions
- Web design (UI and UX) and branding
- Project manage from concept to launch
- Strong knowledge CMS management

Co-founder / Designer

Inlight Media

Apr 2008 - Mar 2011

- Web design (UI and UX) and branding
- CMS setup and management
- Campaign content creation

CERTIFICATE

2019: General Assembly - Product Management Course

Intensive course covering a comprehensive unit list, including understanding the product management process (validating MVP through to business model design), UX design (wireframing and user stories), and stakeholder engagement (roadmapping, utilising technology, and presenting skills)
