

Daniel Carlin

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Content and Social Media Skills

Strategy development and ideation across multiple platforms
Creating content and storytelling guidelines to help guide staff
Community management, processes and procedures
Influencer management, including outreach and relationship building
Management and optimisation of paid social media campaigns for CPC, CPE and CPL
Social listening, audience analysis and persona building

Digital Media Skills

Proficient in HTML, CSS, Javascript
SEO and SEM skills, including CPC and measuring ROI
Content Management Systems - Wordpress, Drupal, Kentico, Squiz
Google Analytics, Google Tag Manager
UX Design and user journey analysis

Management Abilities and Behaviours

Financial Management, Problem Solving, Organisation and Delegation

At Save the Children, I implemented a new process for management and payment of social media invoices, drastically reducing the time spent by my team on paperwork.

Creative and Analytic Thinking, Communication and Collaboration

At CARE Australia, I collaborated with various stakeholders to help guide content creation. The processes put in place are still being used after my departure.

Employment History

July 2019 – Present

Monash Sustainable Development Institute

Digital and Social Media Officer

- Project management and stakeholder management for website redevelopment
- Management and updates of existing and new website pages
- Coordination and education of key stakeholders about the role of social media through regular newsletter and blog posts
- Creation and optimisation of social media content
- Regular digital reporting to executive staff on key data and analytics

Achievements in this role:

- Delivered MSDI's first holistic content strategy, setting out story-telling guidelines for the organisation's digital presence
- Delivered user-flow analysis of MSDI's existing website to help guide the redevelopment process and the production of new website content

August 2017 – May 2019

Save the Children Australia

Social Media Manager

- Management and development of full time employee and project related staff
- Organising and managing team budgets and timelines for project completion
- Delivering holistic digital ideation for donation and lead generation campaigns
- Delivering effective media spend with efficient CPC, CPE and CPL objectives
- Management, guidance and production of copywriting, image and video content
- Development of comprehensive social media policies, procedures and strategy

- Coordination and education of key stakeholders about role of social media for advocacy and other goals for the organisation

Achievements in this role:

- Delivered Save the Children's first comprehensive social media audit and competitor analysis, offering performance benchmarks and key messaging differentiators
- Lead a cross-discipline research team into potential organisation wide uses of blockchain technology, delivering results and project plans to executives

November 2016 – August 2017 (Maternity Leave Contract)

CARE Australia

Social Media Manager

- Social media ideation for marquee donation campaigns
- Delivering effective media spend with efficient CPC, CPE and CPL objectives
- Copywriting, image and video production
- Developing channel strategies for existing and future social media channels
- Coordinating media strategy with key stakeholders and larger media, content and fundraising teams

Achievements in this role:

- Delivered CARE Australia's first holistic content and social media strategy within the first two months of taking the role.
- Coordinated and delivered Social Media Video campaign for Syria emergency appeal, delivering a return on investment of 5:1.

July 2014 – November 2016

Mindshare

Senior Social Media Executive

- Social media ideation – intent, interest and interruption modalities
- Delivering effective media spend with efficient CPC, CPE and CPL objectives
- Copywriting and content production
- Social listening and social media analysis projects
- Social media planning and strategy with a focus on a combined approach across paid, owned and earned media
- Coordinating media strategy with key stakeholders and greater media teams

Achievements in this role:

- Worked within a combined paid, owned and earned media campaign to help deliver a \$300,000 incremental increase in fourth-quarter sales for a client.
- In July 2015, after a year of high quality work and delivering on key performance indicators for clients, I was promoted to the role of Social Media Executive.
- Leveraging passion points to increase brand mentions by 120% for Castrol over the space of one month, using user generated content.
- 2016 Finalist for the Cannes Young Lions competition.
- In July 2016, I was promoted from Social Media Executive to Senior Social Media Executive.

February 2014 – April 2014

Earth Hour (Volunteer Position)

Social Media Outreach

- Copywriting, image alteration, video screens for installation art work
- Social media planning, strategy, engagement and outreach
- Coordinating media strategy with PR firms

Achievements in this role:

- My work in social media outreach helped spread the Earth Hour message to an incremental audience of approximately 90,000 people.

June 2013 – May 2014

Freelance

Copywriter and Digital Media Specialist

- Writing engaging pieces highlighting the benefits of visiting Sydney and New South Wales for the official tourism body Destination NSW
- Online and affiliate marketing
- Social media engagement and client outreach
- Blogging, guest writing and SEO optimised content

Achievements in this role:

- Coordinating my own business strategy that helped me gain experience in the world of digital marketing and transition to a new career path.

August 2009 – June 2013

Australian Associated Press

Media Monitor/Media Analyst and Quality Control (August 2009 – June 2013)

Achievements in this role:

- During my tenure at Australian Associated Press, I was promoted 3 times (August 2010, August 2011 and August 2012).
- I coordinated the training of new staff based in New Zealand, Mauritius and the Philippines during my 3rd and 4th years.
- I oversaw the quality control of new work procedures and the measurement of key performance indicators for external suppliers.

Education and Qualifications

2020

Coding Bootcamp

Monash University (to be completed in June 2020)

2008

BA (Hons) Media & Communications

UNSW