




Experienced in brand management & development, PR, content marketing, email marketing, social media marketing & advertising, analytics, digital & traditional advertising, and event production. I relish the challenge of analysing data, developing a strategy to suit, and then implementing a full channel marketing solution to achieve a desired outcome, all whilst telling a hell of a great story along the way! Professional, with a proud sense of humour, I pride myself on my ability to solve problems and come up with creative solutions. From assisting Premier League clubs with sponsorship strategies, and developing in-stadia WiFi and fan engagement solutions in Europe, to building major event brands and growing Spartan in Australia and New Zealand, my experience has provided me with a unique skill set. In short, I love a good challenge and working with great people to solve problems and generate growth.

## EXPERIENCE



### MARKETING & MEDIA MANAGER


Aug 2017 – Aug 2019 (2 years)

 Melbourne, Australia



### MARKETING & MEDIA MANAGER (Contract)


Oct 2017 – Aug 2019 (1 year, 10 months)

 Melbourne, Australia



### MARKETING SPECIALIST


Mar 2017 - Aug 2017 (6 months)

 Melbourne, Australia



### INSIGHT & MARKETING EXECUTIVE


Aug 2015 - Sep 2016 (1 year, 2 months)

 London, UK



### INTERNATIONAL TRAVEL CONSULTANT

Feb 2015 - Aug 2015 (7 months)

 London, UK

## STRENGTHS

Logical Problem Solver

Time & People Manager

Relationship Builder

Team Leader

Analytical

Works Well Under Pressure

Creative

## AREAS OF EXPERTISE

- ◆ Brand Management & Development
- ◆ Social Media, Content, Email, & Digital Marketing
- ◆ PPC Advertising & SEO
- ◆ Traditional Media Advertising Campaigns
- ◆ Skilled in WordPress, Photoshop, Salesforce & Zoho CRM, Social Media & Email Marketing Tools, Microsoft Office Suite, Google Analytics & Tag Manager, with working knowledge of HTML & CSS
- ◆ Development of Digital Solutions (Websites, Landing Pages, Mobile Apps, Integrated CRM Solutions)
- ◆ Public Relations & Management of Media
- ◆ Marketing Campaign & Project Management
- ◆ Event Production & Management
- ◆ Monetisation of Sports Team Assets
- ◆ Evaluation & Analysis of Sports Sponsorship
- ◆ HD Wi-Fi & Mobile App Development & Analytics

## EDUCATION



### UNIVERSITY OF OTAGO

Bachelor of Commerce

Marketing Major, Psychology Minor

Jan 2012– Dec 2014



## DETAILED EXPERIENCE

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### MASS PARTICIPATION EVENT BRAND MARKETING & MEDIA MANAGER

My most recent role saw me responsible for all Marketing & Media functions across the business. From developing our brand strategy and key messaging, producing creative and video content, and managing a small team, to implementing traditional and digital advertising strategies, managing media, and building the major event that is Spartan, no day was the same.

#### Highlights include:

- Awarded Spartan's Best International Marketing Campaign in 2018 (out of 40 countries)
- Increasing event registrations by over 49% YOY
- Lowering our CPA from an average of \$14 to \$6
- Developing and implementing a social media strategy that increased Facebook following by 32% and Instagram following by 66%
- Introduction of a content strategy that has resulted in an average organic Facebook reach of 4.4 million per week



### STRATEGY & EVENT CONSULTANCY MARKETING & MEDIA MANAGER (CONTRACT)

My contract role saw me responsible for all Marketing & Media functions across the business. With the help of a small but powerful team, I've assisted with the development of two major event brands from scratch in partnership with a state level government.

#### This involved:

- Building and managing two separate brand strategies
- Designing and assisting with the build of two websites
- Management of marketing budget
- Managing and briefing external contractors including graphic designers, video production team, web design team and a public relations team
- Developing and implementing a full scale marketing plan across both traditional (Radio, TV, Print) and digital channels (Google Ads, Facebook advertising, social media)





## SPORTS TRAVEL CONSULTANCY

### MARKETING SPECIALIST

My role was varied but primarily focused on digital and social marketing, and content development.

#### This involved:

- The development of a social media strategy to fit in line with Sportsnets' strategic objectives, grow brand awareness, and increase website traffic
- Development of EDM campaigns
- Day to day management of Twitter, Facebook, & Instagram platforms.
- Day to day management of paid Facebook (Lead Gen, Click, & Traffic campaigns) and Google AdWords advertising spend
- The development and analytics of the Sportsnet website through the use of Google Analytics, Wordpress etc.
- The creation & management of a content section on the website dubbed "Fanzone". I also created and managed blog articles, photos, and videos for the FanZone



## SPORTS MARKETING AGENCY

### INSIGHT & MARKETING EXECUTIVE

#### My role involved:

- ◆ Tech project management & day to day contact with key clients and suppliers
- ◆ Being part of a team that developed, managed and reported on the award winning Celtic LIVE matchday app
- ◆ Reporting to key clients, and analysis of the Award winning Stadium Live HD WiFi solution at Celtic Park
- ◆ Undertaking asset evaluations and making recommendations to Premier League, Football League and Rugby clubs to aid them in realising their full commercial potential
- ◆ Conducting bi annual sponsorship evaluations for a multi national, blue chip financial brand
- ◆ Social media content creation, management, reporting and analysis
- ◆ Website content creation, management, reporting and analysis (WordPress)
- ◆ Blog planning and creation
- ◆ The provision of insights & sales material to UK based sales teams to assist in the sale of In-Stadia media (Giant screens, LED, Concourse TV, Posters)
- ◆ Advanced use of Microsoft Office suite. Excel in particular