

# Matt Orellana

STRATEGIST  
COMMS / BRAND

## PERSONAL HISTORY

Im a Mid-Weight Strategist with almost 3 years sector experience working across audience engagement, brand ideation, and communications planning. I look to elevate diverse voices, driving change & engagement through cultural-led insights & real-world behaviours analysis

## EXPERTISE

- Creative Thinking
- Brand Strategy
- Qualitative & Quantitative Analysis
- Customer Experience Strategy
- Research Development
- Project Management
- Corporate Branding
- Regulatory-Based Advertising (Healthcare/Finance)
- Marketing & Communications Planning

## CONTACT INFO

### UK address:

47 Navigation House, Whiting Way, London

### UK Phone:

(+44) 7818-871384

### Email:

matthewjo19@hotmail.com

### Portfolio:

Available via PDF

## WORK EXPERIENCE

### BRAND STRATEGIST

#### WE Communications

Aug 2023 – Jan 2024

- Managed the brand portfolio across health, tech., corp., & B2B. Acting as client liaison from pre-brief to brand activation
- Consolidated Alcidion's product architecture into 8 core market-ready solutions (down from 30+ individual offerings), and launched the refreshed brand throughout the UK & ANZ
- Provided strategic & insight-led council on brand identity, brand perception, and market-trends to guide growth opportunities for clients. E.g., Redefined a new audience sub-segment for Adobe Photoshop and leveraged creative to encourage brand loyalty
- Built campaign branding, developed global messaging & narratives, mapped consumer experiences & formulated integrated marketing strategy
- Led cross-functional research & design teams
- Conducted new business research & pitch development for brand & communications opportunities
- Client works included FSC's International research immersion into 60+ products & gap-analysis, Gilead Sciences Indigenous Grant creation (Canada/Australia), & Palliative Cares aged care awareness program

### JR. BRAND STRATEGIST

#### WE Communications

Jan 2022 – Aug 2023

- Developed and executed on brand strategy projects across brand design, brand refresh, and brand experience
- Designed Telix Pharmaceuticals current value proposition & global marketing tone of voice (full rebrand) and developed niche audience-targeted awareness campaigns for Cancer Council Victoria (paid/earned)
- Provided analytics expertise & delivered immersive research across trends, competitor landscapes, internal/external brand perception, business strategy, employee experience, ESG research, & audience behaviours (e.g., Cotton On Sustainability Report, Janssen Migraine Patient Behaviour, & NGS Super Member Journeys)
- Liaised with clients to run workshops, day-to-day communications & strategy sessions, with an emphasis on adapting to client workflows
- Assisted in the establishment of architecture design, website wireframing/website launches, interviews & patient focus groups, executive TL, stakeholder mapping & brand/comms pillar development

### CREATIVE STRATEGY ASSISTANT

#### Westpac Group

Jul 2021 – Jan 2022

- Worked within an agile business model & sat within the CVP team to identify, map & build campaigns for priority audiences
- Engaged with internal stakeholders & external partner agencies in the development of campaign creative & program ideation
- Formulated detailed discovery reports using mixed-method analysis & various research tools (excel, talkwalker, brandwatch)
- Gained learning opportunities & practical exposure into creative strategy, marketing strategy, business strategy, and UX/UI strategy

# Matt Orellana

STRATEGY ■ COMMS ■ BRAND

(+44) 7818-871384 matthewjo19@hotmail.com  
matthew-o-6942761a2

## OTHER EXPERIENCE

### MEDIA OFFICER & SUPERVISOR

Roselea Care Centre

Dec 2017 – Sep 2021

### EVENT COORDINATOR & TEAM MANAGER

Timezone

Sept 2017 – Dec 2018

### DIRECTOR OF POLICY & ADMINISTRATION

United Nations, Youth NSW

Dec 2018 – Nov 2020

### POLICY & RESEARCH INTERN

University of Sydney

Mar 2019 – June 2019

### RETAIL SHIFT MANAGER

NEXTRA

Sept 2015 – Dec 2017

## PROFESSIONAL REFEREES

### TANYA SHOEMAKER

Director of Brand Strategy

WE Communications AU

tshoemaker@we-worldwide.com

### SARAH TU

Group Head – Digital,  
Creative & Strategy

WE Communications AU

(+61) 411 806 203

stu@we-worldwide.com

sarahtu@outlook.com

## WORK EXPERIENCE

### SOCIAL MEDIA ASSISTANT

Red Havas | Internship

Nov 2021 – Feb 2022

- Clients included Nivea, Bio-oil and Sunrice
- Developed strategic content plans and monthly social media calendars, inclusive of social trend awareness & channel strategy, with a primary focus on TikTok & Instagram
- Was part of all product & creative photography sessions for always-on social clients
- Compiled End-of-Month & project-based social reports, incl. campaign analytics, organic social performance, influencer performance, & earned performance
- Assisted with audience planning & cultural/technology scanning, with a strong focus on earned & social media monitoring

### PUBLIC RELATIONS INTERN

Liquid Ideas | Internship

May 2021 – Jul 2022

- Clients included Suntory -196, Canadian Club, Lyre's and Penfolds
- Gained exposure into the management of social, incl. scheduling, ad target parameters, and community management (Guided by Acc. Executives).
- Platform exposure priorities included TikTok, Instagram & X
- Worked on influencer programs & created PR boxes for beverage clients (FeverTree & Canadian Club etc.)
- Conducted media analysis & influencer/trends research to understand successful in-market & post-market strategies to guide new campaign opportunities
- Participated in ideation sessions & quarterly campaign planning

### PR & WHOLESALE ASSISTANT

OMGfive | Internship

Aug 2020 – Oct 2020

- Clients included Saturday the Label, Anna Quan, Reliquia & Trelise Cooper
- Maintained & organised fashion showroom of high-end fashion brands for magazines, influencers & stylists to use (photoshoots, product shots, interviews etc.)
- Researched ANZ lifestyle influencers for client programs, supported on the development of gifting packs, and measured influencer social media performance

## EDUCATION & TRAINING

### UNIVERSITY OF SYDNEY

Master of Strategic Public Relations

Graduated December 2022

- Specialised in Communications Strategy, Public Relations & Marketing Theory, Health PR & Program Management
- Technical skills within InDesign for magazines, news writing, and health & wellbeing marketing
- Areas of study; Corporate PR & Strategy Selection, Crisis Communications, Social Issues Marketing, Social Media Strategy, Public Policy, Political PR

### UNIVERSITY OF SYDNEY

Bachelor of Politics, Economics & Social Science

Graduated December 2019

- Double Major: International Relations & Affairs, Social Policy
- Accepted into the internship program [Policy Analyst]. Work included the development of client research [NGO clients] & social media trend forecasting
- Student mentor for international students, 2018-2019
- Student Representative, Sociology & Social Policy