

SUMMARY

- **Purpose-driven Marketing Generalist**, on a mission to help brands become more profitable and sustainable.
- With a **strong background in digital marketing**, I have led digital transformation such as **new website development and automated lead generation systems**. I have also mastered all digital channels and optimised their conversion rates and increased return on investments significantly within six months for the businesses that I have worked with.
- Have **managed a diverse portfolio of brands** that resulted in improved long-term results by increasing overall revenue YOY and market share, and short-term results from specific campaigns such as new product launches and seasonal activation events.

EXPERIENCE

Study, Career Break & Freelancing

Jan 2024 - Current

- Took part in Business Sustainability Management online short course with the Cambridge Institute of Sustainability Leadership (Feb 2024 - Apr 2024).
- Currently studying Undergraduate Certificate in Sustainability Living with the University of Tasmania (Feb 2024 - current).
- Started freelancing with Goodsense, a B-Corp marketing and communications agency with a mission to help grow a healthier, fairer, zero-carbon world (Apr 2024 - current).

Brand & Marketing Manager

Mar 2022 - Dec 2023

Federal Group Tasmania

Federal Group is the biggest private employer in Tasmania with a diverse portfolio of more than 40 brands in hospitality, tourism, retail and gaming across the state.

- Created and **led the go-to-market plans**, such as the new Claremont Hotel 'The MONT' brand revitalisation campaign, that tripled social media engagement on the page in six months and constantly exceeded the revenue across all streams.
- **Led the Group B2B projects** to diagnose, strategise, and work with the sales team to achieve significant revenue across the group YOY, along with producing brand plans, brand guides and toolkits.
- **Set up zero-based budgeting** for efficient spend and effective results for both brand and performance campaigns. A strong background in digital marketing allows me to understand and **scale the campaign at the peak of diminishing returns** to achieve the result without having to spend all the budget.
- Performed qualitative and quantitative research, and **set up segmentation maps** to identify profitable and actionable customer segments to target.
- **Set up KPIs dashboards** to keep track of marketing, brand and commercial metrics, to measure against business and financial objectives.
- Analysed business, customer and competitor insights to help **inform decisions for pricing, distributions, products and promotions**.
- **Briefed and worked with the content team**, and significantly increased social media engagement and generated more foot traffic and revenue YOY.

Digital & Marketing Coordinator

Clennett's Mitre 10

May 2021 – Mar 2022

Largest family-owned hardware store chain in Tasmania that has everything for home and Trade.

- Initiated and **led the new website development** project that tripled website traffic, conversion rate and leads within three months.
- **Took over social media management** and increased page engagement by 500% through a viral video and social media calendar initiative.
- **Initiated and launched the 'Proudly Local, Helping Locals' brand positioning** across traditional and digital channels that resulted in improved brand performance from branded search and increased revenue YOY.

Digital Marketing Manager

Pursuit Media Agency

May 2020 - Aug 2021

Boutique Digital Marketing Agency serving clients across health, retail and real estate industries.

- **Managed Google Ads** and increased conversion rate by ten times within a month, while getting ranked #1 on the targeted keywords and locations.
- **Managed Facebook Ads** and achieved Cost per Result as low as \$0.40.
- **Created content** and worked with freelancers to execute SEO's best practices, which boosted organic traffic by 37.97% in five months.
- Worked with clients across health, retail and real estate industries.

Digital Marketing Coordinator

Bellerive Health Hub and Allied Health Centre & Quay Day Spa

Nov 2018 - Jan 2021

One-stop-shop for all your health and wellness, including weight loss and beauty clinic, located in Hobart's Eastern Shore

- **Set up paid social media campaigns** that doubled social media engagement and increased bookings for the day spa appointments.
- **Wrote blogs and applied best SEO practices** that increased organic website traffic by 77.63% in one year.
- **Beat national brands in Google Ads ranking** with 82.45% top-of-page rate.
- **Created lead magnets and set up automated lead generation campaigns** for weight loss programs that captured more leads at a lower cost per acquisition and onboarding costs.
- **Set up an online store** with the best conversion rate optimisation practices that resulted in an additional revenue stream.
- **Set up Facebook Ads campaigns** that significantly increased medical appointments to full capacity in one week with cost per click (CPC) as low as \$0.05.

FURTHER EMPLOYMENT

Digital Marketing & Communication Officer

Jackson Motor Company

Tasmania's leading new and used car dealer network

Jan 2021 – May 2021

Digital Marketing Specialist
Second Office
Office furniture stores with the largest range in Tasmania

Aug 2018 - Aug 2020

EDUCATION

University of Tasmania*
Undergraduate Certificate in Sustainable Living
**Ranked #1 in Climate Action Globally*

Feb 2024 - Nov 2024

University of Melbourne
Bachelor of Arts, Media Communications & Psychology

Mar 2015 – Dec 2017

EXTRACURRICULAR TRAINING

Cambridge Institute of Sustainability Leadership
Sustainability Business Management

Feb 2024 - Apr 2024

World Advertising Research Centre (WARC)
Master of Advertising Effectiveness

June 2023 - Aug 2023

Marketing Week Mini MBA with Mark Ritson
in Marketing, Brand Management & Management

Apr 2021 – Dec 2023

RMIT Online
Online Short Course in Brand Experience

July 2021 - Sep 2021

OTHER CERTIFICATIONS

- Applied Behavioral Science, Ogilvy
- Certified Brand Strategist, Section
- Digital Marketing Strategist, DigitalMarketer
- Social Change: How Can Marketing Help?, Griffith University
- Certified Google, Semrush and HubSpot Academy

AWARDS

- Guest Lecturer at the University of Tasmania (2023)
- Emerging Marketer of the Year 2021 (Finalist)