



Principal Communications Advisor, Digital and Design

2019 - present

Porirua City Council

A strategic part of the Communications team, I'm responsible for creating a community focused digital marketing strategy. Manage effective internal processes to create and deliver digital content across the web and social media channels. Create strategic alignment with stakeholders in Porirua, including youth, Maori and Pacific communities. Creation of a social media strategy focused on community engagement.

DIRECT REPORTS: Social Media Coordinator | Graphic Designer

- Worked with a strategic Communications team during COVID-19 and developed a fluid and evolving digital strategy
- Lead the strategic development for the digital strategy for Porirua City Council
- Created the overall strategy for social media platforms, Facebook, Twitter, LinkedIn and Twitter
- Lead the content strategy for social media with a major focus on video content
- Part of the Marketing leadership team developing video content for awards and competitions (Tompkins Wake Award for Better Policy and Regulation by the NZ Society of Local Government Managers SOLGM)
- Implemented social media guidelines across the business, including a strategy focusing on trolling and antisocial behaviour
- Managed the overall development and strategy of the website
- implemented website training workshops for content creators across the business
- Established relationships with stakeholders across the business
- Work with the Principal Marketing Advisor to establish the Love Local - Porirua strategy
- Developed the digital and social media strategy for COVID-19
- Worked with stakeholders to implement Consultations online

PROJECTS: Love Local Campaign | Co-host LGNZ Webinar | Valentines Day Campaign | COVID-19 Digital Strategy | Work Experience Programme | ConferenNZ 2020 "Communicating New Zealand"

Podcast Co-Host

2019 - present

PoopologyPodcast.com

The brainchild of Eve Laws, Poopology Podcast brings together women of all shapes, sizes, backgrounds and colours to discuss the trials and tribulations of being a modern warrior woman. Special guests and regular friends will join host Eve Laws and myself as the co-host. We laugh, chat and giggle our way through discussions, from the 'shitty' to the lighter side of life.

Global Head of Content

2018 - 2019

Condeco Software Ltd

Responsible for building an organised and compelling global content strategy. Manage effective internal processes and delivering digital content utilising knowledge from; business solutions and strategy, industry trends, customer insight and competitor analysis. Producing content which is best in class.

DIRECT REPORTS: Marketing Co-Ordinator

- Robust and compelling digital global content strategy
- Managed global blogging programme which incorporates talent and influencers across the business
- Influence and identify the most effective ways of working with internal teams and specialist partners to produce content
- Created a content matrix which formed the framework for the Digital Content Hub
- Enhancing new and exciting website content through employee feedback, customer insight, website analysis
- Governance of digital platforms: Blogging platform and Content Hub
- Internal distribution plans to create employee engagement with all digital assetsProduce detailed reports of performance from across the global content portfolio
- Ensure best practices for content creation, distribution and repurposingTracking and analysing content metrics, ensuring ROI is delivered
- Worked closely with Graphic Designer and Video production teams to develop contentManaging partnerships with content distribution channels, affiliate sites and industry levels
- Understanding customer base, creatively writing impactful content for blogs and digital assetsIdentity new commercial opportunities for content strategy
- Managing content freelancers, journalists and researchers and worked closely with the PR agency to generate industry focused articles
- Produce; ebooks & guides, infographics, video, blogs, product sheets & case studies, white-papers and research documents
- Project lead for the Modern Workplace 2019/20 Research Report
- Working strategically with the Global Events Director to produce thought leadership content to global events
- Produce and develop bespoke projects and solutions to help clients engage their target audience
- Created a Technical Hub Video series
- Created and hosted internal workshops on the fundamentals of content, social media, introduced new assets globally

PROJECTS: Global Content Hub | 2019/20 Research Report | AI Report | Smart Buildings Infographic

Digital Communications Manager, UK and Europe

2017 - 2018

Condeco Software Ltd

Reporting directly to the UK, Middle East and Africa Marketing Director as the Social media and Digital Communications lead for the UK, responsible for the strategic design, implementation and management of online communication strategies targeting specific customer base through account based marketing, industry leads, partners and alliances. Social media strategy and content creation is a key part of this role.

- Devised and delivered Condeco UK's digital and social strategy, including high-impact content campaigns across industry, events and digital channels
- Researching and reporting on social platforms using the strategic positioning, audience research, and ongoing feedback to set the priorities for each campaign and change and adapt to improve creative content results
- Management of social channels and their continued operation from data collection, paid distribution, and governance of our country network of local channels.
- Grew the UK Twitter channel to extraordinary proportions, increasing impressions, followers and engagement levels.
- Developed a thought leadership content plan and strategy based on relatable topics, trends and internal talent
- Participation in writing and editing thought leadership articles
- Partner enablement: creating relationships both online and offline with partners and suppliers to establish stronger social relationships and adapting social media strategy to suit
- Sought out and formed relationships with social influencers internally and externally
- Created and delivered a series of social media workshops across the UK teams, including the senior leadership team
- Reported and presented social solutions to the Senior leadership to create high impact campaigns across industry
- Increasing engagement on social channels - generated over half million Twitter impressions for April 2018
- Researched new content opportunities across emerging platforms, technologies and media owners
- Brief the creative team on requirements that meet the campaigns strategic objectives
- Managed the relationship with media agencies to deliver high impact content
- Managed an internal team to deliver social and digital results for all UK campaigns
- Mentored the Marketing Executive in all aspects of digital and social

PROJECTS: Women In Technology | Innovation Forum | LinkedIn Workshops

Digital Marketing Consultant

2016 - 2017

Digital Marketing, Social Media, Thought Leadership

I love social and digital content and thrive on working on many different projects. Working as a consultant I specialised in social media and digital strategy, content creation, digital campaigns, and thought leadership. I've worked on many successful social and digital projects, from workshops, consulting, digital auditing and mentoring to just about everything in between.

UK & Ireland Digital and Social Media Lead

2016 - 2017

DXC (Formerly CSC)

Reporting to the European Marketing Director as the Digital and Social champion, I worked with a global team across industry. I understood all aspects of social and digital, as well as how new digital and social solutions could be successful. Raised awareness of social media internally, by creating successful social & thought leadership workshops.

Head of Social Media and Digital Marketing

2016 - 2017

SolX Consulting, A Salesforce.com Agency

Reporting to the CEO, I oversaw the delivery of digital and social campaigns, I was responsible for managing the digital marketing team as well as driving multiple projects and programs to successful completion. I worked extremely closely with the Technical Services team to support new business and account development.

Personal project / maternity leave

2011 - 2012

Digital Marketing Executive, Jefferson Wells (a Manpower Company)

2009 - 2011

Digital Marketing & Events Executive, MiNC Property Enterprises

2007 - 2008

check out my LinkedIn profile for further job history

PACKAGES AND PLATFORMS

- ✓ CRM (salesforce.com, Hubspot)
- ✓ Email Marketing (MailChimp, Survey Monkey)
- ✓ Social Scheduling (Hootsuite, Buffer, Meltwater, Adobe)
- ✓ Analytics (Adobe Business Catalyst, Google Analytics)
- ✓ Graphic Design (Canva, Photoshop)
- ✓ Website Management & Creation (Wix, Weebly, Wordpress, Wagtail)
- ✓ Marketing Automation (Hubspot)
- ✓ Thought Leadership (Blogger, WordPress, LinkedIn)
- ✓ Video Creation and Management (Powtoon, VideoScribe, Mobile Apps)
- ✓ Collaboration Tools (Slack, ScribblePost, Chatter, Teams)
- ✓ Basic HTML

INDUSTRIES

Public Sector, Local Government, Workplace design, salesforce.com, Technology, Property, Real Estate, Financial Services, Shipping, Retail, Adult Education, Sales, IT, Training, Education, Government, Recruitment, Technology Risk Management, Voluntary, Retail, Manufacturing, Telecommunications, Healthcare, Consulting & Insurance

SOCIAL MEDIA

