



## **OBJECTIVES**

- Continue to infect others with my passion for digital marketing as well as stay ahead of the curve with the latest developments in augmented and virtual reality
  - Further refine my knowledge and skills in order to accelerate short and long term business outcomes as well as achieve greater growth for profit and other goals
  - Recognised as a leader through organisation and globalisation – be local, think global
  - Travel the world with Melbourne being both home and hub for family and more
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## **EXPERIENCE**

- February 2019 to July 2019 – Digital Marketing & Graphic Design Manager – La Trobe Financial
  - June 2015 to February 2019 – Marketing Coordinator – AF Gason Pty Ltd
  - July 2014 to October 2014 – Marketing & Communications Officer – Marine Queensland
  - February 2009 to November 2011 – Audio Visual Officer – Monash University
  - March 2007 to April 2007 – Web Design – JMC Academy (Tertiary Lecturing & Tutoring)
  - August 2006 – Movie Fair – Acquired Brain Injury – Mecwacare (Guest Speaker)
  - June 2005 to June 2007 – Printing & Graphic Arts – AUSBATAR (Lecturing & Tutoring)
  - January 2002 to date – Digital Marketing Specialist – Kussowski Brothers
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## **DIGITAL SKILLS**

- Audio (Adobe Audition & Soundbooth, Apple Soundtrack Pro, Microphones)
  - Imaging (DSLR / Smartphone Cameras, Illustrator, InDesign, Lightroom, Photoshop)
  - Multimedia Authoring & Encoding (Adobe Encore, Apple DVD Studio Pro, Roxio Easy Media Creator & Toast, Sony DVD Architect)
  - Social Media (Ads, Analytics & Management)
  - Pre/Production/Post (Camera Operator, Director, DOP, Editor, Producer)
  - Video (Adobe After Effects & Premiere Pro, DSLR / GOPRO / VR Cameras, Final Cut Pro, Vegas)
  - Web (Adobe Dreamweaver, CMS, EDM, Google AdWords / Analytics, HTML, SEO)
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## **IT SKILLS**

- Administration (Adobe Acrobat, Microsoft Office 97-2010)
- Internet Browsers (Google Chrome, Microsoft Internet Explorer, Mozilla Firefox)
- MACOS & Windows System Maintenance / Management





## DIGITAL MARKETING & GRAPHIC DESIGN MANAGER – LA TROBE FINANCIAL

- Daily review of Google Ads – keywords and adjusting spend for page 1 on search results
- Development of photo/video based content for internal and external applications
- Established benchmark for future content driven strategies with key stakeholders
- Increased LinkedIn followers by 800 and sustained engagement through Facebook and Twitter
- In-house content creation of photos and videos based on events and overall brand storytelling
- Interest based social media advertising for accurate and maximum reach
- Mentorship of colleagues and team building for streamlining of respective workflows
- Monthly reporting based on Google Analytics data – overall, demographics, referrals
- Videos released from April 2019 to June 2019 <https://www.youtube.com/user/LaTrobeFinancial>

## MARKETING COORDINATOR – AF GASON PTY LTD

- Design of banners, brochures, flyers, posters and web based imagery
- Development and streamlining content for business streams plus Gason app
- Development and implementation of EDM program and template for Agriculture dealer network
- Increased and sustained engagement through Facebook, Twitter and YouTube by 800%
- In-house content creation of photos and videos based on events and overall brand storytelling
- Introduction and utilisation of TV advertising in addition to magazine, newspaper and radio
- Introduction and utilisation of VR technology to effectively capture interiors of Trakmaster off-road caravans <https://www.trakmaster.com.au/trakmaster-vr/>
- Monthly and annual reporting based on Google Analytics data – overall, demographics, referrals
- Research and development of AR based technology for future content driven strategies
- Strategic planning for long term company growth and future proofing of brands (including annual marketing budgets and timelines)
- Videos released from YouTube channel start to February 2019 <https://www.youtube.com/GasonTV>
- Website management and updates for [Gason](#), [Eureka](#), [Jindara](#), [Trakmaster](#) and [Pioneer](#) brands

**GASON VERSATILITY & TECHNOLOGY**

**GASON MOWERS, SLASHERS & TOPPERS STOCK**

**GASON SPREADERS**

**Jindara**

**GASON AIR SEEDERS**

**GASON WIDESPREAD SPREADERS**

**CONTACT YOUR GASON DEALER TODAY!**

## **OTHER SKILLS**

Adaptability, creativity, communications, community engagement, customer service, dedication, design, enthusiasm, flexibility, honesty, innovation, organisation, public relations, self-reliance, strategy (branding, development and planning for marketing/other applications) time management and well-equipped for team/individual work as well as having a good sense of humour.

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## **SPECIALIST TRAINING**

2015 to 2019 – SES Bush Navigation, First Aid, Road Crash Rescue, Workplace Health & Safety  
2015 – SES Volunteer & Team Leader for Public Relations / Community Engagement  
2014 – Adobe Creative Cloud eSeminars  
2013 – Adobe CreateNow Roadshow  
2012 – An Evening with Sony & Videocraft NABSHOW Download  
2010 – Panasonic Pro 3D Masterclass, Avid post-NAB Experience! Adobe Roadshow

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## **EDUCATION**

2006 to 2007 – Master of Arts (Professional Communication) – Deakin University – Media  
2005 – Bachelor of Arts (Honours) – Deakin University – Media Arts (Thesis)  
2002 to 2004 – Bachelor of Contemporary Arts (Media Arts) – Deakin University – Screen Studies  
2000 to 2001 – Victorian Certificate of Education

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## **AWARDS**

2012 – Melbourne Flames Dragon Boat Club  
Certificate of Recognition for Realising the First Club Promotional Film  
2001 – Camberwell High School (VCE, Year 12)  
Dux of Visual Communication & Design, Dux of Studio Art  
Academic Achievement Award for Art & Media Studies  
2000 – Camberwell High School (VCE, Year 11)  
Dux of Visual Communication & Design, Dux of Media Studies

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## **COMPETITIONS**

2013 – Telstra CrowdSupport Digital Video – Shortlisted  
2011 – Monash University eEducation – Digital Photography – Finalist  
2009 – Knox Youth Short Film Festival Digital Video – General Selection  
2008 – State Library of Victoria – Digital Photography – General Selection  
2008 – Leader News – Digital Photography – General Selection  
2005 – University Short Film Festival – Digital Video – State Final Selection  
2004 – Victorian Student Animation Festival – Digital Video – General Selection

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## **INTERESTS**

AFL, art, bowling, comedy (Gabriel Iglesias, Tim Lee, Tripod, Weird Al Yankovic), community, dragon boat racing / training, film, gliding, guitar, music (classical, country, jazz, metal, rock), MLP, photography, science fiction, socialising, streaming, swimming, tennis and volunteering,

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## **REFERENCES** Available on Request