I am an AI native marketer, with a background in technology, design, content and AI. I am passionate about melding technology and content to create better user engagement.

Introduction

I am an experienced senior manager, having held executive roles in start-ups and publicly listed organisations. I am passionate about user experience being the driver of successful transformation and have led improvement projects across integrated system improvement, branding, marketing and sales automation.

I bring a proven track record of driving significant increases in website traffic, brand awareness and lead generation, as well as driving efficiency through marketing automation, design systems and product innovation. More recently I have applied generative AI across the marketing function, from content and design production to building custom WordPress plugins and AI agents that streamline marketing operations.

I utilise a data-driven approach to analyse campaign effectiveness and identify new opportunities to improve the brand experience and forment customer loyalty.

Education & Certifications

Masters of Multimedia
Monash University

Bachelor of Computing
Monash University

Professional Member
Australian Marketing Institute

Hubspot Certifications
- Email Marketing Certified
- Inbound Marketing Certified
- Hubspot Marketing Software Certified

Zoho CRM Certified

Skills

Management
- Digital Strategy
- Brand Strategy
- Information Architecture
- Security Architecture
- Project Management
- Stakeholder Negotiation
- Mentorship and Training

Business
- Business Analysis
- Stakeholder Management
- Branding and Design Systems
- Project Coordination
- Design
- User Acceptance Testing
- Workshop Facilitation
- Documentation
- Wireframing
- Agile
- Artificial Intelligence
- Marketing Automation

AI
- Claude (including Code & Design)
- ChatGPT
- Jasper.ai
- ElevenLabs
- Prompt Engineering

Digital
- Customer Relation Management Systems
- Content Management Systems
- Digital Asset Management
- Analytics and Dashboards
- User Experience Design
- Email Marketing
- Responsive Design

Technical
- HTML/CSS
- WCAG 2.2
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe After Effects
- Figma
- Hubspot
- Zoho One
- Salesforce
- Wordpress
- Sitecore
- JIRA / Confluence
- Campaign Monitor

Contact Details

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Employment History

Feb 2025 - Current

Head of Brand and Content

Healthcare Australia (HCA)

HCA is the nation's largest healthcare workforce and care solutions provider, delivering nursing, allied health, aged care, disability and community services, corporate health and medical staffing to clients across the country.

Responsibilities:

- Ownership of all HCA content and collateral across web, blog, EDMs and sales collateral.
- Management and continuous improvement of the HCA brand across digital, print and video.
- Development and maintenance of brand standards, including a rebuilt company style guide.
- Content lead on tender submissions and proposals, particularly within corporate health.

Achievements:

- Increased web traffic and lead generation by 35% through improved content and channel strategy and redesign of website.
- Repositioned brand perception from nursing agency to end-to-end healthcare services provider, strengthening tender win rates (notably in corporate health).
- Wrote and edited the new HCA brand video.
- Used Claude (Anthropic) to design and build custom WordPress plugins for the HCA websites, reducing reliance on external developers.
- Designed and deployed AI agents to streamline marketing operations, including content production, proposal support and collateral workflows.
- Produced marketing graphics and design assets with AI, increasing output across divisions without additional design resources.
- Created AI digital avatars and video content using ElevenLabs.
- Rewrote and redesigned over 100 pieces of sales collateral.
- Developed the new brand tagline "Where Care Begins".
- Rebuilt the company style guide to unify voice and visual identity across the organisation.

Jan 2023 - Jul 2024

Head of Marketing

9X5 Consulting

Founded in 2021, 9X5 Consulting blends traditional IT professional services with hardware/software sales, managed IT services and software development to give Australian businesses a 'one-stop' ICT partner.

Responsibilities:

- Management and mentorship of Sales and Marketing Teams (4 staff).
- Responsible for all branded, outbound communications for the 9X5 brand and it's subsidiaries.
- Management and improvement of all digital, print and event branding.
- Ownership of all tender submissions, proposals and partnerships.

Achievements:

- Relaunched the 9X5, Education360 and Analytics360 digital channels
- Updated their CRM (Zoho One) to support automation of digital channels and lead scoring.
- Successful overseas export program of their Education360 product via industry tradeshows in Singapore and Melbourne. Led to over $500K in overseas sales.
- Grew revenue by 110% through new website, linked in content marketing campaigns utilising socials and EDMs.
- Recognised as the No.9 organisation in the 2023 CRN Fast50 Awards.

Jul 2021 - Jan 2023

Chief Marketing Officer

Etica Digital

ED was a digital start-up, specialising in building onshore/offshore hybrid teams to deliver large-scale digital transformation projects. As a startup, Marketing was responsible for driving pipeline growth, industry and target market recognition and ensuring that all branded communications met the organisation's standards.

Responsibilities:

- Management of all outgoing communication channels, including online, email, and social.
- Creation of brand guidelines, including UI standards.
- Management of small marketing team.
- Management of all tender submissions, proposals and sales documentation.

Achievements:

- Implemented new digital channels including website and socials.
- Implemented new CRM (Hubspot) including automations, workflows and lead scoring.
- Content-led campaign targeting key customer personas, leading to increase in new clients in the hybrid-workforce space.
- Recognised as the No.2 organisation in the 2022 CRN Fast50 Awards with revenue growth of 226%.

Oct 2019 - Jul 2021

Marketing Manager

Centorrino Technologies

Played an active role in the expansion of CT from a Managed Services focused business to a full-service IT business that includes Cyber Security, Infrastructure and As a Service offerings. Led the business lead generation and marketing efforts to produce 30% year-on-year growth, even during the challenges of the pandemic. Managed a high-performance team of 5 staff, along with the management of marketing agencies.

Responsibilities:

- Management and mentoring of marketing team consisting of copywriter, social media manager, graphic designer and videographer.
- Design and implement marketing plan to support sales team in achieving targets.
- Collaborate with cross-functional teams to ensure successful delivery and stakeholder satisfaction for all marketing projects.
- Stay updated with industry trends and market conditions to identify emerging opportunities

Achievements:

- Grew revenue by over 30% year on year through content-led campaigns.
- Established Marketing CRM Platform and introduced Automated Workflows and Campaigns (Hubspot)
- Established CT's Cyber Security, Managed Print and Device as a Service

May 2018 - Oct 2019

Chief Marketing Officer

PS&C Limited

PS+C is one of Australia's leading end-to-end ICT and digital consulting organisations, with over 400 expert consultants, and locations in Melbourne, Sydney, Brisbane and Canberra.

Responsibilities:

- Work with sales team on tender responses and submissions
- Maintenance of Company Websites and Portals
- Production of Annual Report and all Company Statutory Documents
- Event Management
- Conduct Email Campaigns
- Copywriting
- Social Media Marketing via Hootsuite and HubSpot
- Design of all Company Marketing Collateral

Achievements:

- Creation of new Company Website, merging content from 12 bespoke company websites. New website led to an 8X increase in web traffic.
- Successful launch of Glass Consulting in Brisbane.
- Renegotiated supplier agreements resulting in cost reductions.
- Took part in acquisition of Artisan Consulting, a bespoke Salesforce consultancy.
- Worked with People and Talent team to streamline all recruitment activity.

Apr 2013 - Apr 2018

Group Manager - Marketing & Brand

RXP Group

RXP specialise in providing clients with digital expertise and support across current and emerging channels. From the initial design phase right through to final build, RXP go above and beyond to deliver effective, long-lasting solutions to complex problems.

Responsibilities:

- Maintain Company Branding and Style Guide
- Work with sales team on tender responses and submissions
- Maintenance of Company Websites and Portals
- Production of Annual Report and all Company Statutory Documents
- Event Management
- Email Campaigns
- Copywriting
- Social Media Marketing
- Design of all Company Marketing Collateral

Achievements:

- Ran project team that created new company website built on Sitecore. My duties included Project Coordination as well as User Testing and Design.
- Part of team responsible for the merger of The Works, a leading digital advertising firm into the RXP Group.
- Creation of company style guide
- Redesign of all marketing and sales collateral to meet branding style guide.
- Successfully rolled out a company practice model and all associated collateral

References

Available on request