



A Bit About Will

"Will has a keen eye for business and the highest level of customer attention and detail. If anything, I would describe him as 'old school': his word is his bond and I am happy to do deals with him on a hand shake. He also delivers consistently higher standards and service than you would normally expect in today's environment. I have no hesitation in recommending him."

— Nic Weston, Managing Director of International Treasury Services

Education

2011-2015 Bachelor of Business
Majors: Marketing and Management
University of New England (UNE)
Armidale, NSW, Australia

Awards

2013 Young Citizen Award
Uralla Shire, NSW, Australia
2012 Richard See Scholarship
in student leadership - UNE

Skill Sets



- International Experience
- Over 4 years experience in Marketing
- 5 years active member NSW SES

Experienced with

 Adobe



 Office



Resume

I am a passionate marketer, looking for an opportunity to build a career in partnership with an organisation. I have a thirst for knowledge and a desire to develop the best possible outcome for any situation

Lets Stay Connected

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 <https://goo.gl/7KnGq4>

Shanghai China 2014

Will put a lot of thought and effort into his carefully constructed communications. He also showed great insight and creativity when researching and designing a series of wedding-related infographics that we distribute to our large database of partners.

Will showed great initiative and put 100% effort into every task he was assigned. He communicated well with the team and was always willing to help out when needed.

*-Kristine Stone
Content Producer at Origin
Creative*

Overview - Digital Marketing

Working with organisations to create strategies using digital assets such as social media and websites.



I have experience with writing blogs, graphics design, search engine optimisation also creating online content for a local and international audience. I have used multiple content management systems and I am comfortable reading code. Past digital marketing campaigns yielded a high return on investments utilizing Price Per Click (PPC) and organic tactics including Search Engine Optimisation (SEO) and Conversion Rate Optimisation. (CRO)

Core Skills



Overview -Marketing Campaign Strategy

I have constructed and implemented various successful marketing campaigns that utilized multiple

Mediums including digital, print, radio and television. Taking particular attention to the brands needs and crafting strategies to help develop and maintain brand image, digital footprint and message integration. I have worked with new and established brands and quickly obtain the key success factors and worked with teams to maximise the impact of marketing communications.

Core Skills



Overview - Leadership



I have naturally ascended to roles of leadership within organisations. I love working in teams but also

thrive in autonomous roles. I have had experience with constitutions, organisational structure, vision communication and have been in emergency teams in life threatening situations. From a young age, I have instructed and constructed creative solutions to organisational problems.

Core Skills

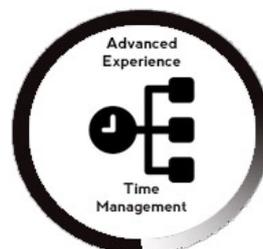
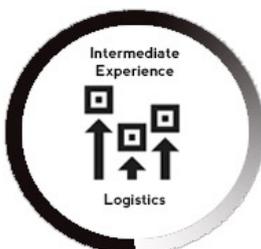


Overview - Event Management

I have worked in front of house and back of house operations for large scale events.

I have communicated schedules, liaised with key stake holders, managed logistics and customer relations and worked with budgets on a time frame. I have a large amount of experience with sponsorship marketing and have maintained exemplary relationships with benefactors.

Core Skills



Armidale Australia 2011-2014

Will, worked for the Foundation for Regional Development in the Marketing department. He proved to be a hard working and innovative employee. When set to a task he followed it through and provided consistent results.

Please feel free to contact me if you want any further details I would have no hesitation in re-employing Will should a position become available.

*-Peter Bailey
Chief Executive Officer
at The Foundation for
Regional Development*

Work Experience

2014-2016 Independent contractor Marketing services

Duties include working with organisations to develop marketing collateral to achieve key success factors. This included working with multiple channels and clients. Tasks could vary from designing state mail drop post card with the objective of increasing the companies mailing list to website evaluation and development.

2014 Marketing Intern SimplyBridal.com, Shanghai, China

Duties included creating promotions, coordinating social media strategy, researching and writing media content. In this office I participated in a multinational office environment and received a month of intensive Mandarin training.

2012- 2014 Marketing Assistant Foundation for Regional Development Limited (FRD), Armidale, NSW, Australia

Duties included working with the online and offline communications, working with industry specialists to ensure the marketing strategy was maintained and the message was consistent for the Country and Regional Living Expo. I used marketing and event management skills. I was responsible for increasing the profile of the FRD digital footprint, ensuring that the marketing strategy and message was maintained. Also my duties included the smooth running the seminar room, I had to use entertainment and presentation skills to complete this task.

2012 & 2013 Front of house for A Day on the Green Peterson's Winery and Guest-house, Armidale, NSW, Australia

Duties included setting up of the Peterson's marquee, service of alcohol and staff supervision. Supply management skills were utilised as I was responsible for ensuring that my stations remained supplied throughout the event.

2006-2010 Yearling Preparation Manager Seasonal work, Race Tree, Beaudesert, QLD, Australia

Duties included working with and organising staff and industry professionals to prepare thoroughbred yearlings for the Gold Coast Magic Millions. Sales work included liaising with high profile clients, personal selling skills and product development.

Some brands I have worked with



Interests



Horse Riding



Soccer



Travel