



EXECUTIVE SUMMARY

With seven years experience working in sport at four different sporting organisations, there is a plenty of knowledge I can continue to bring to this board position.

I have sound career experience in marketing, communications, digital communications, social media, events, and sport development, and I can contribute to a director role across these different areas.

I am passionate about the cause of promoting women in sport and have a hard-working attitude which is invaluable on the Women Sport Australia Board.

CONTACT DETAILS

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CORE SKILLS

DIGITAL

Advanced skills in Facebook, Twitter, Instagram, Wordpress, Mailchimp.
Intermediate skills in Google Analytics, YouTube, Salesforce ExactTarget, Google+, LinkedIn.
Beginner skills in HTML coding.

COMMUNICATIONS

Advanced writing skills in hard & soft news, media releases, speeches, web copy & social media content.

MARKETING

Proficient in marketing strategy, campaigns, brand, design & publications.

EVENT MANAGEMENT

Proficient in event planning and execution.

WORK BACKGROUND

Marketing and Commercial Manager

Gymnastics Victoria | 2016-present

Reporting to the CEO, responsible for the marketing and commercial strategy and execution across the organisation.

Senior Associate, Marketing & Communications

Melbourne Rebels Rugby Union | 2015-2016

Reporting to the Marketing & Communications Manager, responsible for the Melbourne Rebels digital presence and various other marketing and communications tasks.

Social Media Strategist

Racing.com (Racing Victoria) | 2014-2015

Working in the content team, responsible for establishing Racing.com social media channels & covering the 2014 Spring Racing Carnival.

Digital Communications Manager

Netball Australia & ANZ Championship | 2013-2014

Working in the Marketing & Communications team, responsible for all the Netball Australia & ANZ Championship digital channels including the Australian Netball Diamonds.

ACADEMIC BACKGROUND

Bachelor of Professional Communication

2008-2010 | RMIT University

Graduate with Distinction

Victorian Certificate of Education

2005-2006 | Camberwell Girls Grammar

Enter score: 97.55

BOARD EXPERIENCE

Women Sport Australia Board Director 2017-present

Responsible for Website and Membership Portfolio.

Oversaw and managed the WSA website redevelopment.

Former WSA Mentee from WSA 2017 Mentoring Program.