

PROFESSIONAL PROFILE

Innovative | Strategic | Analytical | Results Driven

With almost 15 years of experience, my passion for advertising and communication has become stronger over time, as has my skill set and professional abilities. I am a well experienced and very capable media professional. The roles I have held in this industry most recently include –

- + **Channel Nine Perth** – Marketing, Sponsorships and Co-Coordinator
- + **Prime Television NZ** – National Marketing Manager
- + **Television NZ** – Brand Manager

My commitment to communication via media and more specifically community media is demonstrated by some of my key involvements, which include –

1. Current volunteer with NSW Northern Community Health working closely with Health Promotion Officer to better understand media relations within an Australian Public Sector organisation.
2. Creating and implementing a community initiative to distribute 10,000 seedlings across central Auckland through TVNZ, this encouraged native tree planting across the region on an ongoing basis.
3. Currently copywriting for Warner Village Theme Parks, writing event sales documents for night corporate events and day group events.

QUALIFICATIONS & TRAINING

Bachelor of Social Science Southern Cross University *Ongoing part-time studies via correspondence	Current
Advanced Media Planning and Buying Course Advertising Federation of Australia	2006
Auckland College of Education	1994
Rangitoto College	1993

KEY SKILLS

- + Ability to communicate with influence to affect positive outcomes with internal stakeholders
- + Effectively source external suppliers resulting in cost effective budget expenditure
- + Experience in media and advertising industry as both the client and the supplier
- + Commissioned qualitative and quantitative research for budget efficiency
- + Analyse and indentify different audiences and adapt communication
- + Qualified and experienced buying media for various sectors
- + High level budget management (up to \$10M)
- + Implement community media initiatives