



## PROFILE

I'm a creative and determined problem solver with over 10 years of experience within the media and commercial broadcasting industries. Offering comprehensive skills in multimedia production, producing targeted video and audio content, and managing corporate communications. Demonstrating excellent planning skills, and the ability to manage several aspects of production simultaneously. Highly adaptable with confidence and experience in all phases of end-to-end content, production, and delivery.

## SKILLS

- **Social Media:** Highly developed analytical skills with an in-depth understanding of how to read and interpret data, demonstrating brilliant knowledge of social media tools and trends and developing targeted engagement strategies.
- **SEO/SEM:** Strong critical thinking, technical, and data skills, with proven experience in increasing site ranking, moving a weekly news site from page 7 to page 1 by converting analytics to improve performance.
- **Content Strategy:** Proven content strategy and project management experience, performing audits and content gap analysis to determine missing content and engagement improvement opportunities.
- **Content Creation:** Trained and experienced in researching, creating, and developing engaging, data-driven content, building brand and lead generation campaigns, including EDMs, webinars, videos, podcasts, and social content.
- **Video & Audio Production:** Extensive experience in filming, editing, and producing more than 1200 videos and podcasts, including the design and construction of national infrastructure, studios, equipment, and editing facilities.
- **Podcasts:** Adept in creating and presenting over 700 episodes across 4 podcasts, resulting in 246K+ downloads, including research and creation of engaging content, strategic planning, editing, and analytics.
- **Website Development:** Highly skilled in website design, migration, and maintenance, rebuilding and developing bespoke WordPress websites, including SEO, analytics, social media, and EDMs.
- **Google Analytics:** Sound technical and reporting skills, quickly accessing data, saving time, gaining deeper insights into user engagement, and connecting with Data Studio to build performance dashboards and customised reports.
- **Live Streaming:** Exceptional live stream abilities, with proven experience in field production domestically and internationally, including producing News Limited's first live streaming event of the Adelaide election coverage.

## EDUCATION, TRAINING & RECOGNITIONS

- **Bachelor of Applied Arts (Radio and Television)** Ryerson Polytechnical Institute
- Certificate of Introduction to Project Management, University of Sydney
- Certificate in Public Relations, Promotions, and Marketing, The Canadian Public Relations Society
- News and Conflict Course, News Limited & Beltin Group
- Conflict Management & Negotiation, News Limited & Maura Fay Workshops

## CAREER SUMMARY

DURATION	ORGANISATION	POSITION TITLE
2021 – PRESENT	Rainmaker Information/ISS Governance	Senior Multimedia Producer
2018 – 2021	CAS (Non-Profit)	Senior Digital Content Specialist/Producer
2017 – 2018	Tom Haramis Productions	Contract Video Producer
2015 – 2017	Chartered Accountants ANZ	Senior Multimedia Producer/Podcaster
2013 – 2014	Telstra Media, NRL Division	Senior Online Content Producer
2008 – 2013	News Limited Australia	National Video Operations/Production Manager



## TECHNOLOGY

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Proficient across many software programs and hardware, including:

- Microsoft Office Suite
- Adobe Creative Suite
- Mac/Windows/Linux
- Google/Adobe Analytics
- Captivate | Omny
- Live Streaming
- Broadcast Studio and OB Operations
- Photography
- CSS | HTML
- WordPress
- Cloudflare | Stackpath
- Squadcast | Riverside
- Video/Audio Hardware
- Social Media | SEO
- Publishing/Listening Tools
- Storage | MAM | CMS | DAM
- Brightcove

## PROFESSIONAL EXPERIENCE

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**Multimedia Manager/Senior Producer** ISS Governance (Owner, Money Magazine) | 12/2021 – Present

*Transform ISS/Rainmaker Media's multiplatform business into a pioneer video and audio content source by collaborating with internal and external partners to produce impactful content and explore new markets. Contributions include:*

- Produced Money Magazine's podcast "Friends with Money", FS Sustainability podcast "The Greener Way" (ESG), and the "Financial Standard" podcast specifically for financial planners within the financial services community.
- Exceeded the client's expectations and uplifted the company's profitability by \$200K+ via collaborating with the Media Sales team and executing a podcast monetisation plan that reared a personalised ESG Podcast series, and increased sales by applying contemporary methodologies, including updated delivery and analytic platforms.
- Received above-average performance reviews since joining the organisation, and periodically contributed to Money Magazine by writing short-form articles.
- Achieved a significant increase in engagement and viewership by embedding a new digital strategy, updating production methodologies, and implementing new distribution and production platforms.
- Generated \$290K+ in revenue by managing production companies, vendors, and on-air talent to uplift engagement and viewership whilst producing 2 upgraded advertorial products, in addition to producing content for the "Customer Finance Awards" & the "Best of the Best" campaigns.
- Uplifted listeners/downloads, views, and retention rates by implementing new recording and hosting systems, including process improvement recommendations, and a new video strategy.
- Oversaw the build and completion of two production studios, including supervising the procurement of audio and video equipment to comply with the latest broadcasting standards and drive a new digital content strategy.

**Senior Digital Content Specialist/Producer** CAS (Non-Profit) | 06/2018 – 12/2021

*Performed as Senior Video and Audio Producer for film, editing, publishing, and live streaming events, and as Senior Podcast Producer, conducting editorial, recording, editing, publishing, and strategic planning. Contributions included:*

- Created the organisation's content strategy framework, including social media publishing and monitoring, and implemented and supported several SaaS platforms, including Vimeo, Vision6, GA, WordPress, and Cloudflare.
- Migrated, overhauled, and rebuilt 3 prominent organisational websites, undertaking SEO maintenance and creating bespoke WordPress websites (Newspaper, Jobs & Real Estate), i.e. bowerstreetresidences.com.au.
- Saved company time by increasing traffic stability and performance to create a better user experience, develop suitable systems, and formulate impactful content strategies.
- Improved organisational best practices for online marketing and engagement strategies, delivering social media, Live Streaming, and WordPress training sessions to hundreds of participants with ages averaging from 35 years old and up.
- Elevated podcast downloads by promoting future episodes via social media, reviewing current branding and promotion activities, and recommending and creating a digital brand guideline.
- Set and met personal KPIs, producing 3 podcasts, seeing an average increase year on year of 20%, resulting in over 185K downloads over 2 years.



### **Video Producer** Tom Haramis Productions | 10/2017 – 03/2018

*Produced engaging segments by writing scripts, conducting live interviews, and coaching talent. Consulted with executive teams and business managers on content strategy and leveraged analytics. Contributions included:*

- Produced mini corporate documentaries, overseeing all writing work and coordinating more than 3 team members to bring a fresh and more personable approach to corporate video production.
- Led teams in multiple locations and sites across Australia, conducting various interviews and gathering testimonials of more than 20 corporate staff members whilst directing multiple B-roll shots within a strict 2-week timeframe.

### **Senior Multimedia Producer/Podcaster** Chartered Accountants ANZ | 02/2015 – 10/2017

*Worked as Senior Video Producer and Content Strategist, managing the daily audio, video, editing, filming, and production, implementing a video SaaS platform and building the podcast website. Contributions included:*

- Oversaw all multimedia productions and third-party vendors and assisted in developing content strategies and managing the organisation's day-to-day operations.
- Designed and hosted the monthly Acuity Podcast, building a makeshift audio studio to tackle the latest issues in economics, business and finance and delivering 13 Episodes that resulted in more than 80K downloads.
- Elevated content by staying abreast of current market trends and pitching and producing show topic ideas whilst identifying new show talent and guests and creating all sample questions and discussion flows.
- Led all content strategy and editorial processes, managing production and infrastructure by building websites and setting up distribution channels and directories, including SoundCloud, iTunes, Stitcher, and Blubrry.

### **Senior Online Content Producer** Telstra Media, NRL Division | 04/2013 – 11/2014

*Maximised traffic and streamlined sales processes, supporting the Head of Editorial with the planning and executing of content plans and advising on improving areas involving video delivery, SEO, Social, & UI. Contributions included:*

- Improved staff compliance and performance, assisting with the individual, group, and interstate training as required and maintaining online and telephone support available to all teams and managers.
- Liaised with internal stakeholders to ensure NRL.com met its content strategy objectives and provided overall editorial support, VMS Archiving, and staff training as required.
- Encoded most of the back catalogue, delivering the NRL recap show and creating online highlights for the website.

### **National Video Operations/Production Manager** News Limited Australia | 04/2008 – 03/2013

*Earned a reputation for creative problem-solving by managing the daily operations of the News Limited Holt Street Studio, overseeing a team of production staff, and working alongside the executive team. Contributions included:*

- Upgraded the video infrastructure, studio design, and editing facilities for all National mastheads, including sourcing suitable equipment and software and providing ongoing technical support and training to 34+ national video staff.
- Served as the escalation point for the implementation, architecture, documentation, testing and rollout of the video content management system and the primary contact for all third-party vendors and outsourcing.
- Met compliance with daily production standards and transitioned to Windows and the Adobe Creative Suite.
- Recorded 200+ videos in the studio and delivered hundreds of hours of live streaming.

## **PRIOR EXPERIENCE AND PROJECTS**

<b>ORGANISATION</b>	<b>POSITION TITLE</b>
<b>Hubb Financial Group</b>	Media Production Manager
<b>Telstra Big Pond/Chief Entertainment (TVN)</b>	Operations Manager
<b>Cisco Networking Systems</b>	Senior Producer/Manager
<b>Channel 9 (TCN)</b>	Senior Production Operator
<b>Channel 9 (STW)</b>	Senior Media Operator/Presentation Coordinator
<b>The Strategist Group</b>	Senior Online Producer
<b>Channel 10 (Ten &amp; New)</b>	Head Senior Production Operator
<b>CIOK/K-100 FM</b>	Municipal Reporter

*References are available on request.*