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| **Amanda** Woo  25c Corbel Street, Shelley, 6148 · 0401 307 059  w.karyan@gmail.com · www.amanda-woo.com |
| Marketing Officer experienced in applying digital solutions and implementing successful strategies across platforms to optimise customer experience and business growth. My involvement in multiple start-up companies allowed me to utilise and build my skills in WordPress, social media marketing and Google advertising.  I have the desire to enhance my marketing expertise through exposure to new projects to apply business growth strategies on a larger scale. I am confident that I can bring forward my skillset to the Marketing Executive role in Z1Z. |

# Experience­­­

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| JULY 2021 – PresentMarketing officer, Ziksu Capital LTD  * Liaised with external agencies to ensure website is and coded according to company requirements. * Created website design and concepts to be provided to external agencies for coding. * Lead designer of company promotional materials, including presentations, booklets, flyers, business cards. * Execute and manage digital branding campaign at Westfield shopping centres. * Lead creator of banding guidelines and templates for the company. * Developed Facebook ad strategy that increased follower count by 450% in 6 months. * Manage, capture, and edit content shoots for digital and print media. * Designed, manage, and executed social media strategies across LinkedIn, Instagram, YouTube, Twitter, and Facebook. * Designed over 500 app screens for product prototype collaborating with internal teams to reach product launch deadline * Manage ZikZone club management product reveal, which includes video creation, copywriting, booklets, and social media content to increase the number of club signups. |
| Aug 2019 – July 2021Marketing officer, realteachers pty ltd Playing an important role in a start-up company allows me to wear many hats in the organisation, which I have listed below.  ***Website Developer***   * Designed and developed an SEO-integrated website that increased website visits by 200% in 2 months. * Developed website solutions that automated the company’s recruitment process. * Designed website concepts and developed branding for the company and its subsidiaries. * Produced custom Wordpress theme and developed custom blocks, panels and content based on functional requirement.   ***Digital Marketer and Content Producer***   * Developed Facebook ad strategy that increased recruitment candidates by 150%. * Filmed, edited and directed 10+ videos for social media platforms and internal training. * Designed and managed email marketing templates and campaigns with Mailchimp. * Designed and executed social media strategies across LinkedIn, Instagram, and Facebook. * Lead designer of company promotional materials (including booklets, flyers, business cards).   ***Events Coordinator***   * Hosted and designed 10+ online and in-person seminars and youth events. * Designed and facilitated youth training and events which increased client intake by 30%. * Managed client relationships by conducting calls, emails, and meetings. |
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| Jun 2019 – jul 2019Marketing and content producer (intern), Groundswell group  * Implemented a re-branding strategy across 3 businesses, conducting consumer research and competitor analysis. * Published blogs as part of the SEO strategy that resulted in an increase of website traffic by 20% in 4 days. * Managed 6 social media accounts using Sproutsocial. |

# Education

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| 2017 - 2018Masters of business administration (Global), curtin university australia |
| 2014 - 2016Bachelor of commerce - international business, curtin university australia |

# Certificates Referrals

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| Google Ads Video Certification |  |
| Google Analytics Individual Qualification    Google Ads Video Fundamentals    Adobe Photoshop Certificate - Netmedia    Adobe Indesign Certificate - Netmedia    Adobe Illustrator Certificate - Netmedia | \**References to be made available upon request* |