

Corporate Intelligence Specialist— Media, News and Business Intelligence; Senior Strategic Relationship Manager

EDUCATION

B Media (In Writing) - Macquarie University (2003) - North Ryde, Sydney, NSW

SPECIALISED SKILLSET

Broadcast Media Monitoring; Print Media Monitoring; Online Media Monitoring; Media Penetration; Media Targeting; Downstream/Upstream Protocol; Media Analysis and Evaluation (Qualitative / Quantitative); Press Release Writing; Press Release Targeting; Press Release Trending and Foresight Analysis; Newscycle Management; Media Issues Management: Crisis Communication

WORK HISTORY

National Marketing Manager— Media Stable—South Melbourne, Melbourne, VIC— December 2017—April 2018 **This role was a four month contract only**

Media Stable is Australia's connection between media savvy subject matter experts and content hungry producers and editors. Media Stable sources experts nationally, provides media mentoring to help develop the experts ability to develop their own content, and then proactively pitches these content ideas into the newsrooms of leading TV, Radio and print outlets through a number of unique platforms.

My contract role was created to help bring structure and leadership to the Melbourne office, while coaching and managing all staff members, while raising the profile of the company within the Melbourne market.

Achievements:

- Developed both Melbourne and Perth offices into a 'Live News Environment' and helped nurture the teams, so they would share their knowledge gained from this environment to both clients and peers.
- Nurtured a sales minded operation by the development of KPI and commission structures.
- Personally mentored a target list of 20 Melbourne experts who were marked as being at risk for not renewing with the Media Stable service after their initial contractual period was over. This was done through one on one mentoring sessions with each of those at risk, to help further develop their content and media profile skills and confidence. Completion of this project saw 100% of those at risk renewing and thus improving the company's overall client retention rate for Q3 '17/'18.
- Produced and implemented guidelines for the acquisition of new business while also contributing to the company's targets for this revenue stream.
- Managed the process of launching Media Stable into the PR Industry which was previously untouched. Set up and opportunity for the MD to present in front of Australia's leading PR professionals at the PRIA (Public Relations Industry of Australia's) annual conference in late 2018, while also starting a business relationship with the body.

- Worked uniquely with a client who had developed their media profile to the point developing a TV pilot that was pitched to network television. I researched and provided the correct method, template format, and set up one on one meetings with production houses and network executives while also participating in the presentation and pitch.

PR Media Intelligence — AAP Medianet, Australian Associated Press — Rhodes, Sydney, NSW — March 2015—November 2017

AAP Medianet is the media intelligence arm of Australian Associated Press. AAP Medianet is the number one provider of up to date media contacts, press release distribution and media analysis.

My management position at Medianet, which is the leading division of AAP, gave me sole responsibility for the entire PR sector of our client base. The management, development and growth of this portfolio were the key drivers for this role. My position involved facilitating strategic communication plans, and I was used by my clients as independent counsel advising how best to leverage the media. Daily I would provide advice on how best to construct, target, measure , analyse and benchmark their campaigns.

Key Responsibilities:

- To provide my clients with intelligence on the development, timing, targeting and content of their press releases.
- To manage, execute, and analyse press release strategies, to ensure they meet marketing and campaign KPIs.
- To be used as a trusted media and communications advisor in regards in how press releases should be targeting based on my knowledge of the Australian media landscape.
- To develop and execute the delivery of both quantitative and qualitative media analysis reports , and offer recommendations on what metrics and methodologies different campaigns should be using.
- To nurture AAP's relationship with industry bodies such as PRIA (Public Relations Industry of Australia,) Mumbrella and The Walkley Foundation, as well as industry peers such as Media Stable and MyMedia Intelligence.

Key Achievements:

- Presented management with a business case for the acquisition of a company that would see the expansion of the AAP Medianet product suite. I managed the business introduction, wrote the business case and presented to management. The acquisition is still under consideration for FY '18/'19. This recommendation was based on my market knowledge of current industry trends and direction.
- Developed my portfolio into making a profit by only the second quarter I was managing it.
- I was a key member of the committee responsible for setting up the 'Medianet Media Team' who work as a conjugate between Medianet clients and newsrooms.
- Led product knowledge sessions on media analysis after the acquisition of leading Media analysis company, Mediaverse.

Newswire and Image Account Manager — AAP Newswire, Australian Associated Press — Rhodes, Sydney, NSW — September 2012 — March 2015

AAP Newswire is the key commercial division of Australian Associated Press, and is responsible for delivering image and text content, to over 200 subscribers, and holds key agreements with it's shareholders - News Ltd and Fairfax.

At AAP Newswire, I was responsible for the management of the communication; PR and information management sectors, across the services of image licensing; photography commissioning and the licensing of text content. These licenses covered all platforms (broadcast / print / online) and involved content from both AAP and it's international partners (eg Associated Press.) I was required to be highly skilled in contract management and the legalities of intellectual property.

Key Achievements:

- Increased spend from the publishing sector by 25% YOY
- Developed, managed and executed new business strategies for the PR sector.
- Established, developed and the photography commissioning offering, which was a new revenue stream and product offering for the company.

Account Director — iSentia — Strawberry Hills, Sydney, NSW — January 2008— August 2012

Formerly known as Media Monitors, iSentia is Asia's largest provider of media monitoring and media intelligence.

During my time at iSentia, I was responsible for the management of a portfolio of 1,300 clients (worth \$4m in revenue) with sales and strategic communication responsibilities across all sectors. I managed a high-powered sales team of four, and was the key contact point for clients who needed advice on their communications or reputation management strategies .

Key Achievements:

- Successfully delivered growth to a portfolio worth 20% of the entire companies sales targets.
- I built and maintained key relationships with key industry bodies and thought leaders.

Media Monitoring Reporting Manager — Reham Media Monitoring — Chippendale, Sydney, NSW — September 2003 — December 2007

Reham was one of Australia's top three media monitoring companies, before they were acquired by iSentia in 2007.

I was responsible for a team of thirty broadcast media monitors, who were responsible for developing, editing and logging summaries of talkback radio and broadcast news bulletins. These summaries were used for news media monitoring purposes for both corporate and government clients. Throughout my time at Reham, they held government contracts at both a state and federal level.

REFEREES

Available upon request..