

**Marnie Cartwright**

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## **PROFILE**

Forward thinking integrated Marketing and Brand specialist with a 'can do' attitude who places great importance on planning, creative output and results. Driven to succeed and like to have fun along the way. High personal integrity with excellent interpersonal skills and a talent for building relationships at all levels. Proven track record of success across a range of professional and personal achievements. Suited to an achievement culture where teamwork, integrity, creative flair and fun are a fundamental part of the organisational values.

Experience across all media channels including Digital, Social, PR, Events, Experiential, Direct and all Above The Line; I have facilitated campaigns across Hospitality clients (ARIA Sydney, ARIA Brisbane, ARIA Catering, CHISWICK Woollahra, CHISWICK at the Gallery, North Bondi Fish, The Paddington Inn, The Erskineville Hotel, and The Sackville Hotel), FMCG (Coca-Cola Australia), Telco (Telstra Business), Finance (Bankwest and ING), Government (Tourism NSW), Not-for-profit (Guide Dogs NSW, Cancer Council NSW and Children's Cancer Institute), Entertainment (BBC), and Healthcare (MTAA).

## **PROFESSIONAL SKILL SET**

- **Creative:** out of the box thinking approach. Ability to inspire innovative, effective and credible marketing campaigns;
- **Excellent interpersonal and stakeholder relationship management skills:** Personable, collaborative, confident, active listener and learner;
- **Excellent organisational skills:** Ability to work calmly under pressure, work to tight deadlines and manage competing priorities;
- **Team work:** Proven ability to develop, motivate and manage a team to deliver outstanding results;
- **Agile:** High level of influencing skills with the ability to adapt to diverse range of audiences;
- **Performance driven:** I thrive on success and will do what it takes to eliminate roadblocks and identify clear priorities to achieve objectives.

## **QUALIFICATIONS**

- Bachelor of Communications Advertising Degree at Charles Sturt University, NSW, Australia 2006;
- Distinction/Credit average throughout my 3 year Bachelor of Communications Advertising degree.
- High School Certificate at Loreto Normanhurst, Sydney Australia 2003.

## **EMPLOYMENT HISTORY**

November 2016 - present

### **Guide Dogs NSW/ACT**

Freelance Marketing & Communications Manager

#### **Scope of role**

- Develop and implement the annual marketing strategy and media buy;
- Manage the research & interpretation of data on Guide Dog's market position, strategy and performance;
- Project lead for all day to day campaigns such as the 60 year's anniversary campaign and all seasonal campaigns such as Christmas and Valentine's Day;
- Work closely with Guide Dogs Australia for various campaigns such as the Little Paws Children's books;
- NSW representative for the Guide Dogs 'Services' rebrand project, a collaboration between all Guide Dogs states;
- Provide marketing support for all Fundraising, Services and Planned Giving (Bequest) departments as required;
- Manage external relationships with creative agencies, media agencies, research agencies and print/production agencies;
- Manage PR manager, PR coordinator, Digital & Social coordinator, Event manager and Graphic Designer.

November 2015 - October 2016

### **Solotel Hospitality group, formerly MorSol (Moran and Solomon)**

Marketing Manager, maternity contract. (Clients: ARIA Sydney, ARIA Brisbane, ARIA Catering, CHISWICK Woollahra, CHISWICK at the Gallery, Cafe at the Gallery, North Bondi Fish, The Paddington Inn, The Erskineville Hotel, and The Sackville Hotel).

#### **Scope of role**

- Strategic development of comprehensive annual marketing plans for each venue;
- Implementation of the approved annual marketing plans and ensuring initiatives are delivered on schedule and within budget;
- Development of clear brand narratives for each venue including relevant and engaging content pillars for each;

- Management of a small marketing team including 2 marketing coordinators, a digital coordinator and 2 graphic designers;
- Development and implementation of key events and partnerships to further promote the venues;
- Management of internal relationships with key stakeholders to ensure the Solotel and individual venue objectives are achieved;
- Management of external relationships with designers, PR agencies, media partners, digital agencies, social media agencies, and print/production agencies;
- Oversee the coordination of content for all digital platforms including websites, social media and eDM's for each venue.

## **Key achievements**

- Project lead for The Paddington Inn re-launch project. Responsible for developing and implementing marketing plan; briefing & managing external agencies (branding, PR, social, digital and creative agencies); ensuring all collateral is on brand, on budget and delivered on time; managing multiple stakeholders; organising key media events and VIP parties; implement SEO and SEM; develop database growth strategy; develop social media growth strategy; and managing all social, EDM and website content.
- Development of new websites for all restaurant venues;
- Developed a successful business case to convince key stakeholders about the importance of social media and the need for increased spend in this channel. A comprehensive pitch process was conducted and an agency was appointed in April. Since their appointment (in addition to other factors), the social media accounts for all the restaurants have almost doubled in following and engagement rates. Conversions to bookings via social can now be accurately measured and is proving to be extremely profitable;
- Successfully executed two high profile external events - NYE Party at the House (ARIA Catering) and Little Sydney (CHISWICK). Both of these events were sold out in advance and both generated huge amounts of local and international coverage across PR, social, influencers and media partners;
- Responsible for developing a number of comprehensive media partnerships with Urban List and Timeout, resulting in increased brand exposure for the venues and a significant increase in social following and email databases;
- Responsible for developing community partnerships for many of the venues. Namely the QT Hotel partnership and OneWave charity partnership on behalf of North Bondi Fish. These carefully selected partners are a natural fit with the venue and have allowed the restaurant to embed themselves within the very tight knit community that is Bondi. Both of these partners have a strong following that the venue has been able to tap into, resulting in increased brand exposure for the restaurant.

May - October 2015

**Medical Technology Association Australia (MTAA)**

Freelance Marketing Manager

**Scope of role and key achievements**

- Developed Brand, Communications & Marketing Strategy;
- Developed and implemented a 6 month social media content plan;
- Project lead for the Women in MedTech luncheon. The luncheon was held in The Ivy Ballroom in July 2015 and was attended by over 300 people. As the project manager, my role was to oversee the logistics, organise keynote speakers, take photos, manage agencies and do all the marketing. The day was a huge success gaining lots of organic social media traction, an exclusive with The Australian, and coverage with two trade publications;

October 2012 – March 26, 2015

**Cancer Council NSW**

Marketing Manager

**Scope of role**

- Responsible for promoting and maintaining Cancer Council's brand by developing and implementing CCNSW's brand strategy as well as the development of marketing strategies across the organisation to ensure CCNSW meets its mission delivery; Developed numerous board papers to convince board members about the importance of brand and the need to invest; Was the NSW representative for the Brand Expert Working group, a group made up of representatives from each state with the purpose to define and implement "best practice" brand/marketing/event solutions for Cancer Council on a national level;
- Manage the research & interpretation of data on CCNSW's market position, strategy and performance including brand health surveys, media expenditure and other analytical tools in respect to brand positioning and marketing and provide expert advice on brand opportunities;
- Responsible for all marketing activities (i.e. advertising campaigns, research analysis, and media) for the Research Division, Prevention & Advocacy Division, Support Division and the Retail Division to be delivered on time, on brand and on budget;
- Manage external relationships with creative agencies, media agencies, research agencies and print/production agencies;

- Collaborate with the Digital unit to ensure all campaigns are fully integrated across digital platforms and social media.

## **Key Achievements**

- Responsible for implementing a fully integrated 3 year brand campaign. Prior to the brand campaign, CCNSW was ranked number 15 in unprompted awareness compared with other charities in NSW. In January 2014, CCNSW moved to number 4. CCNSW has since maintained 4<sup>th</sup> position;
- Responsible for developing the media strategy, full suite of creative assets (fully integrated) and PR launch event for the CCNSW 60th Anniversary brand campaign;
- Project lead for the 2014 NRL Kick Bowel Cancer campaign - a joint initiative with The Gut Foundation, Bowel Cancer Australia and the NRL. It was a fully integrated campaign (digital focus) with an objective to attain 5,000 completed surveys. By the end of the campaign period, over 9,000 surveys had been completed;
- Term 1 SunSmart primary school campaign – developed a new strategy and a mix of digital and Direct Mail assets featuring Michael Clarke as the ambassador. The objective was to increase the number of SunSmart Primary schools in NSW from 53% to 60% however we exceeded this figure and achieved 66% which is outstanding for one campaign;
- Developed a variety of online infographics and 3 printed reports to highlight the issue of over availability of tobacco in NSW. These assets were issued to key health ministers and used in PR and Social Media with the hope of setting up a tobacco retail task force. Since the campaign, the health minister has agreed to look into setting up a task force, which is a great result.

April 2012 – October 2013

## **Droga 5**

Freelance Account Director (Clients: ING Direct and Telstra Business)

## **Scope of role**

- Managed a small team of four people – two Account Managers and two Account Executives;
- Taking client briefs, initiating projects, developing production briefs, timelines, cost estimates and other relevant documentation;
- Creative concept management – reviewing/critiquing and ensure creative is on brief and on brand; hitting both strategic goals and budgets;
- Presenting and selling creative concepts, ideas and designs;

- Keep senior management (and client team) updated on status of all projects and potential issues;
- Anticipating pitfalls and client issues/conflicts and recommended solutions.

## **Key Achievements**

- The launch of the new ING Direct Super account through a fully comprehensive DM pack;
- Successfully executed an ING Direct DRTV 45" spot in 3 days;
- Project lead for the 'teaser phase' and launch of the Telstra Digital Business campaign;
- Covering a variety of mediums including DM, Digital (new website, banners, search), Experiential (trade shows), Press, OOH, Radio and POS.

June 2010 - March 2012

## **Host**

Senior Project Manager (Client: Bankwest)

## **Scope of role**

- Managed a team of five people – two Account Managers, two Account Executives and one Account Coordinator;
- Responsible for overseeing the implementation of all campaigns (ATL, Digital, DM and Experiential) from concept development through to production to ensure that we deliver on brief and on strategy;
- Lead and manage a team of four Account Managers and Account Coordinators to be a high performing team ensuring achievement of performance objectives, ongoing development, retention and recruitment of staff;
- Management of all financials including raising of estimates, invoicing, forecasts and project reconciliation;
- Continual self-education on client's business.

## **Key Achievements**

- The creative development and implementation for the major Student Edge (Everyday account for students) and Hero transaction (Savings account) campaigns in 2010.

These campaigns were rolled out across a variety of communication including OOH, events, Radio, Press, and POS;

- The launch of the 2011 Home Loans 360 degree campaign and 2012 WA4EVER brand campaign. These campaigns extended to TV, press, radio, POS and Digital. The Sales results for the Home Loans campaign exceeded client objective, as did the brand recognition results for the brand campaign.

June 2008 - June 2010

### **Ogilvy Mather Sydney**

Account Manager (Clients: Coca-Cola (Powerade, Mount Franklin Still & Sparkling, Nestea, Goulburn Valley juices and vitaminwater), Tourism NSW (Sydney and Regional) and Children's Cancer Institute Australia)

### **Scope of role**

- Dealing with all aspects of a campaign through to completion, ensuring that production is always delivered on time & within budget;
- Leading and managing other members of the team – including creative & studio;
- Delivering client presentations to high-level executives;
- Maintaining and expanding relationships with existing clients;
- In charge of budgets and general administration (i.e. contact reports, writing briefs, timelines, running meetings, prep WIP documents, Material Instructions, etc.).

### **Key Achievements**

- Creating the Australian brand identity and launching vitaminwater in Australia;
- Lead account person for a major Nestea campaign, which saw our teams win 2 Effie Awards at the beginning of 2009;
- The CCIA campaign saw our team win an ADMA Award at the end of 2009;
- Tourism NSW 'Sydnicity' and regional campaign launch in 2009. Led integrated campaigns with multiple touch points including TV, radio, Press, OOH and Digital.



May 2007 - May 2008

**Red bee media London**

Account Executive (Clients: all BBC channels)

**Scope of role and key achievements**

- Responsible for maintaining efficient and smooth day-to-day operations. Including competitive research, preparing client presentation documents and managing daily administration such as diary control, basic finance and travel arrangements;
- Assist with all advertising and marketing for the BBC channels, namely the Cbeebies & CBBC campaigns and two of the year's biggest Eastenders campaigns;
- Organised the 2007 work Christmas party.

**Prior to 2006 –**

**7 years of part time work through School and University**

- (2006) - Full time waitress at a wine bar in Aspen for 5 months, as a part of my overseas travels when finishing University;
- (2000 - 2005) - Part time Manager at a café for 5 years;
- (1998 – 2000) - Casual employee at McDonalds for 2 years.

**Two internships throughout University**

- Saatchi & Saatchi (4 weeks in 2003);
- George Patterson Y&R (4 weeks in 2006).

At both internships, I worked in all departments and gained a great understanding of how a full-service agency works.

## **COMMUNITY INVOLVEMENT & PERSONAL ACHIEVEMENTS**

- Qualified mentor for disadvantaged high school students with Raise.org. Completed a 4 week TAFE course to qualify as a mentor in high schools. 3 hours per week was allocated to this mentoring program (throughout 2015) and was responsible for mentoring a 15 year old girl through various personal issues;
- Bronze Medallion Surf Life Saving award, includes First Aid Certificate;
- Level 2 Ski-instructor certificate. Have spent ski seasons in Canada and the USA and have also skied in Europe, Japan & New Zealand;
- National representative for cross-country running throughout high school & university.

## **PERSONAL INTERESTS**

All things hospitality (food/wine/coffee/travel), volunteering & charity work, beach, keeping fit (especially Pilates and snow skiing).

## **REFEREES**

Available on request.