

ELLIE
CAMPBELL


SOCIAL
MEDIA//
MARKETING

CONTACT ME

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PROFILE

I am eager to jump into my next role after completing my position at the Gold Coast 2018 Commonwealth Games, I am seeking a part-time social media position where I can apply my social media expertise to strategise, enhance and measure performance across an array of clients.

EXPERIENCE

SOCIAL MEDIA SPECIALIST

CANSTAR | MAY 2018 - PRESENT

SOCIAL MEDIA OFFICER

GOLD COAST 2018 COMMONWEALTH GAMES | MARCH 2017 - APRIL 2018

- Providing a high level of online customer service across all GC2018 social media platforms to encourage brand loyalty.
- Creating content using Canva and working closely with the Design Team to develop GIFs, Memes, infographics and other content pieces using a 'test and learn' method.
- Developing social media best practices to assist in improvements to operations, processes and customer service.
- Increasing the online community by 280% on Instagram, 41% on Twitter and 30% on Facebook by monitoring hashtags, engaging with high-profile athletes and regular posting.
- Monthly digital reporting to provide insights into platform performance.
- Engaging with internal and external key stakeholders, ensuring their needs are met in a timely manner.
- Creating and leading a 'destinations' content pillar which promotes GC2018 event cities as tourism destinations and has generated 56k organic impressions.

SOCIAL MEDIA MODERATOR

DOMINO'S PIZZA ENTERPRISES | JAN 2016 - FEB 2017

- Managing customer care on Domino's Australia and New Zealand platforms including Facebook, Instagram, Twitter, and YouTube.
- Liaising with consumers and Domino's Marketing Team to promptly resolve any technical, online ordering, promotional or reputational issues.
- Listening and responding to a high volume of customer queries in an objective manner to cultivate long-term relationships.
- Providing outstanding customer service through email, phone, and social media while mining available resources to provide solutions to any issues.
- Using social media management tools such as Sparkcentral, Hootsuite, SocialIQ and Facebook Business Manager to assist in day-to-day tasks.

EXPERIENCE CONT.

SOCIAL MEDIA COORDINATOR

SITEFINDER | OCT 2016 - JAN 2017

- Creating content plans and pillars for SiteFinder's social media channels.
- Developing and managing paid advertising on Facebook to increase traffic to SiteFinder's website and to inform the public about SiteFinder.
- Constructing a new blog-style section for SiteFinder's website.
- Working with Town Planners to create a series of expert style blogs to inform and engage readers.

TEAM MEMBER & TEAM LEADER

GRILL'D | DEC 2012 - DEC 2015

- Leading a team of up to 16 Team Members through busy shifts while ensuring the team felt at ease while striving for their best.
- Training Team Members and provided them with goals and one-on-one feedback.
- Strategising marketing and leadership techniques with the Management Team to maximise return on investment.
- Monitoring sales data to ensure myself and the Management Team were constantly improving on our KPIs.

EDUCATION

BACHELOR OF JOURNALISM, MAJOR IN MARKETING

QUEENSLAND UNIVERSITY OF TECHNOLOGY | JAN 2013 - DEC 2016

- Graduated with Distinction.
- Won the Integrated Marketing Communications award for Client's Choice Best Pitch.

SKILLS

- **Copywriting** - From writing short and snappy captions for social media to writing blog posts.
- **Content creation** - Planning, designing and briefing engaging content for social media.
- **Analytics** - Using analytics to make informed decisions for content and to capture sentiment.
- **Online customer service** - Responding to a large volume of inquiries in a friendly, positive manner.
- **Paid campaigns** - Creating and running Ads through Power Editor and Ad Manager.

DIGITAL SKILLS

- Experience using Power Editor and Facebook Ads to create campaigns.
- Proficient in using Hootsuite, Sprout Social and Social IQ to manage and respond to large volumes of social media enquiries.
- Experience managing WordPress blogs for businesses.
- Advanced knowledge of Microsoft Excel, Word, and PowerPoint.
- Experience using Stackla to aggregate content.

REFEREES

TRACY WHITELAW | MANAGER DIGITAL MEDIA,
GOLD COAST 2018 COMMONWEALTH GAMES CORPORATION
Contact details available upon request.

ANDREW STINSON | CHEIF EXECUTIVE OFFICER AND CO-FINDER, SITEFINDER
Contact details available upon request.