

key achievements

Brand implementation

Project managed and implemented the rebrand of GasFields Commission Queensland to 'Coexistence Queensland' in 2024, developing a cohesive visual identity and messaging strategy, and successfully launching at a national industry event.

Accolades

Received the 'Values and Culture Award' – the highest form of recognition bestowed by the Chair of the Australian Digital Health Agency for outstanding contribution over 2021.

Marketing strategy

Successfully developed and implemented a communications strategy for a mass recruitment campaign of more than 170 positions at the Australian Digital Health Agency in 2021.

Multimedia production

Developed, installed and maintained the first digital signage display systems at Wallace Bishop Jewellers in 2012 – a first for any jewellery retailer in Australia – completed with animated point-of-sale and marketing videos.

Art direction

Concepted and storyboarded several television commercials for notable brands such as Mazda, Natural Gas, Bosch and MGA Insurance Brokers.

Project management

Designed and project managed a \$5 million installation of more than 400 illuminated signs for the opening of The Venetian Macau – the world's largest casino in 2007.

Honours

Inducted into the Golden Key International Honour Society after receiving an Award of Excellence at the University of South Australia in 2002.

career overview

With over 20 years of experience in both private and government sectors, I bring a proven track record as a communication specialist with a global perspective. I've successfully managed high-profile creative projects and crafted innovative marketing strategies in fast-paced environments. My strong verbal and written communication skills allow me to influence and cultivate positive working relationships. Renowned for my meticulous attention to detail, I combine a creative, entrepreneurial mindset with a collaborative leadership style to drive success and foster motivated, high-performing teams.

professional experience

Coexistence Queensland

Principal Communications and Media Officer (2022 to present)

- Developing and leading the implementation of high-level communication strategies and initiatives for both internal and external audiences.
- Providing specialised communication and media advice to the leadership team on controversial and sensitive regional community issues.
- Project managing communications and engagement initiatives including regional forums and key public events.
- Maintaining effective working relationships with a range of key external stakeholders located both in Brisbane and regionally – including state government agencies, local governments, industry peak bodies, resource companies, researchers, media, community groups and rural landholders.
- Researching, writing, editing and producing a wide range of documents and communication resources – including speeches, articles, newsletter and feature stories, fact sheets, banners, brochures, invitations, social media content, presentations and web content at a professional level.
- Performing higher duties acting in an AO8 role – Communications and Media Manager 15/01/2024 to 08/03/2024 and 12/02/2025 to 11/03/2025.

Australian Digital Health Agency

Senior Communications Officer (2019 to 2022)

- Account managing the development and execution of end-to-end marketing and communication programs for key pillars of the National Digital Health Strategy – including the National Interoperability Implementation Plan, the brand launch of Provider Connect Australia and the National Authentication Service for Health transition project.
- Developing and implementing an internal communications strategy to restructure and improve key communication channels and online platforms.
- Improving the format of all staff meetings, resulting in increased attendance and engagement levels.
- Creating, maintaining, and conducting analytics reports across multiple platforms and extracting key insights for campaign optimisation.
- Building and maintaining strong relationships across the Agency and externally to ensure the timely and quality delivery of communication plans.
- Sourcing executive messaging and content for all staff emails, meetings, newsletters, presentations and key corporate publications.
- Managing teams of up to 3 reports and performing higher duties acting in several Executive Level 1 roles – Manager Communications 11/04/2022 to 18/04/2022 and Manager Creative Services 12/08/2019 to 20/09/2019.

skillsummary

- Communications
- Strategy and planning
- Account management
- Digital marketing
- Event planning
- Project management
- Content creation
- Brand development
- Market research
- Copywriting
- Data analysis
- Video production
- Website and social media
- UX design
- Animation and illustration
- Graphic design

educationhistory

University of South Australia (2004)
Bachelor of Visual Communication,
Graphic Design

Rostrevor College (2001)
Completed Year 12

softwareskills

Adobe Creative Suite

InDesign, Photoshop, Illustrator,
After Effects and Premiere Pro

MS Office Suite

Word, PowerPoint, Excel and
Dynamics 365

professionalexperience (continued)

Australian Digital Health Agency

Internal Communications Lead (2017 to 2019)

- Developing and implementing an internal communications framework to enable the implementation, evaluation and continuous improvement of Agency communications.
- Identifying and initiating the development of new communication channels – including desktop wallpapers, digital signage, corporate calendar, pulse surveys and EDMs.
- Collaborating with executives, branch managers, directors and other key stakeholders to plan effective communication strategies and implement internal campaigns.

Energex

Communications Coordinator – Design (2013 to 2017)

- Providing strategic design solutions to support Energex's corporate identity with a key focus to enhance the customer experience.
- Maintaining effective brand guardianship with counsel to staff and clients.
- Managing the conception, development and final execution of corporate communication materials – including rich media, exhibitions, reports, brochures, books, web pages, product packaging and advertisements.

Wallace Bishop and Hardy Brothers Jewellers

Visual Merchandise and Graphic Design Coordinator (2012 to 2013)

- Designing point-of-sale for marketing campaigns and monthly promotions.
- Producing animations for digital signage displays.
- Visual merchandise and prop design – including jewellery displays, packaging and signage systems throughout multiple stores and boutiques.

Jarvis Marketing

Creative Designer and Illustrator (2009 to 2011)

- Effectively promoting brands and corporate identities through all facets of print and web design – including press advertisements, stationery, brochures, flyers, magazines and websites.
- Creating detailed storyboards for television commercials with hand-rendered illustrations and artwork.
- Working closely with staff and clients to determine strategy and creative direction for marketing campaigns.

Comcorp HLE Projects

Graphics and Signage Manager (2004 to 2009)

- Managing staff and clients in design process from conception through to installation – including illuminated signage displays, interior architecture, special visual effects and art.
- Directing a creative process to formulate original concepts with rendered illustrations, sketches and digital images for production.
- Developing and determining style, technique and medium to produce effective results for the success of the client.