

DAMIEN WAUGH

WEBSITE & MARKETING SPECIALIST

www.waughstories.com

0434-952-342

Digital Marketer | Creative | Passion for Tech | Author

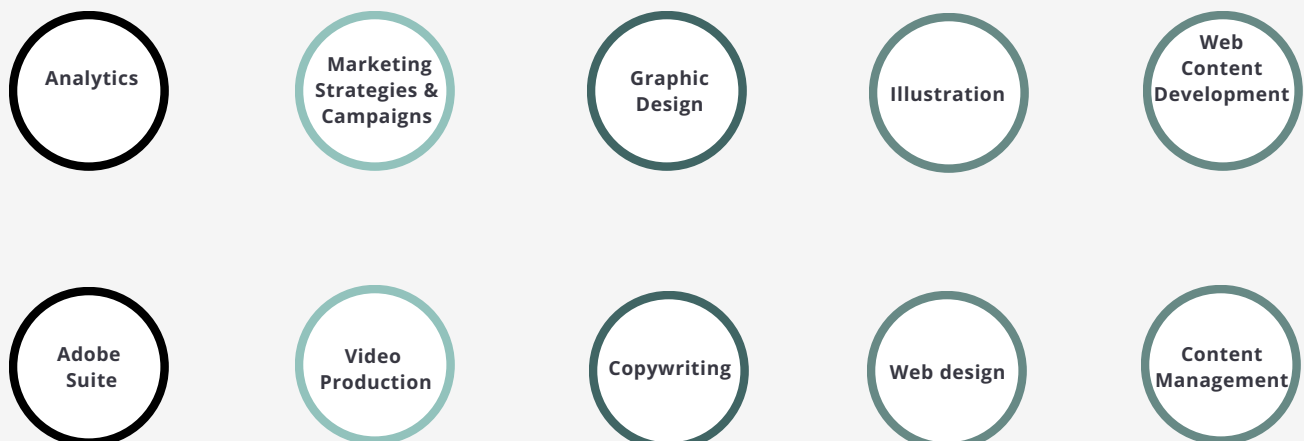
MY TIMELINE



HIGHLIGHTS

- Accomplished with multiple CMS systems, HTML, JS, CSS.
- A published author, and a veteran writer.
- Seasoned work with external stakeholders on website development, graphic design, and app development.
- Professional user of the Adobe Suite.
- Highly experienced with EDM creation and management.
- Website and App analytics and monthly reporting.

EXPERTISE



DAMIEN WAUGH

WEBSITE & MARKETING SPECIALIST

WORK EXPERIENCE

WEBSITE & MARKETING SPECIALIST A & I Member Services

Oct 1st - Present

- Managing EDM campaigns (including testing, analytics and monitoring performance).
- Work with external developers on **website development, graphic design, and app development**.
- Responsible for the ongoing management of the AIMS website including content creation and management.
- Responsible for newsletter creation and management.
- Management of website analytics.

MARKETING COORDINATOR MIRUS Australia

(Contract Role 3 months)
Aug 2017-Oct 2017

- Implementing marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.
- Preparing marketing reports by collecting, analyzing, and summarizing sales data.
- Coordinating requirements with graphics department; inventorying stock; placing orders; verifying receipt.
- Researching competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.
- Planning meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.

DIGITAL MARKETING EXECUTIVE The InterContinental Hotel Group Sydney

(Contract Role 4 months)
Dec 2016-Apr 2017

- Execute targeted marketing campaigns across digital platforms to key customer segments, including concept development, briefing, setting timelines, implementation, tracking and reporting on all campaign results, recommend improvements and best practice and coordinate all administration relating to these campaigns.
- **Develop** social media content, **analytics**, research industry trends, obtain advertising and monitor social media platforms.
- Managing eDM campaigns (including testing and monitoring performance).
- Work with external agencies on **specific social media and digital activities**.
- Participation in meetings in relating to idea/concept generation and developing a brief and **timelines** for campaign activation.
- Responsible for the ongoing management of The InterContinental Sydney website including updating **details, images and content**.

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MARKETING COORDINATOR

Target Market 2 U (Agency)

2013Jun-2016Jun

- Managing several campaigns at once and customising each campaign to the wants and needs of the clients. This includes mapping out and creating **campaign strategy** across required platforms.
- **Managing paid social campaigns** via Ads Manager (eg: Facebook & Instagram)
- Creation and management of **content calendars**.
- **Analysing market data** - Integration with current projects and client campaigns.
- Writing in depth posts/ articles/ ebooks
- **Proofing** and **editing** pieces from both the CEO, and our clients(Such tasks would include the editing of style, grammar, and content)
- Designing website platforms for clients and individual agents, as well as optimising client's online activities.
- Producing with **design tools** (Adobe suite, Photoshop, Illustrator, Premiere Pro, Encore)

FURTHER EXPERIENCE

Position Digital Content Creator and member of Think Tank

Get Pulped Media

7/2012 - 2/2013

Responsibilities :

- Social media marketing
- Content creation
- Graphic design
- Event management

Office Admin

Ernst & Young PTY Limited

10/2010 - 5/2011

Responsibilities :

- Office organization
- Data entry

AUTHOR:

THE SHADOW OF FIRE

THE SPARKS OF VENGEANCE (PRE-RELEASE)

UNsung (PRE-RELEASE)



EDUCATION

Masters of Business Management

2017

Diploma in Business Management

2015

International College of Business Management

Bachelor of Communications

2015

(Information and Media) / Bachelor of Law
University of Technology, Sydney

Diploma of Communications and PR

2010

University of Technology, Sydney

Cranbrook High School Graduate

2009

REFERENCES ON REQUEST