

LIZA WICK

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PERSONAL STATEMENT

A highly efficient, innovative and organised Marketer with extensive experience in B2B & B2C marketing including SEO, PPC, SEM & Social Media Marketing. With additional Expertise in MICE, product & traditional marketing. Comfortable working in a fast paced, hands-on, growth orientated work environment. Possesses a proven ability to ensure that brand messages, standards and communications are understood and implemented effectively. Skilled at analysing market trends & customer needs to develop highly effective & targeted marketing campaigns.

KEY TRANSFERABLE SKILLS

Stakeholder Relations - I thrive when communicating and disseminating information in support of the wider organisational goals. I have managed contributors, stakeholders and suppliers internally, locally and internationally across global markets.

Digital Marketing - Well versed in digital marketing platforms including Search Engine Marketing (SEM), SEO, e-mail and Social Media. I have experience targeting international markets through culture specific platforms such as (WeChat, Baidu, Youku and various blogs). Skilled at using reporting tools (such as google analytics, hootsuite, ect.) and analytical skills to assess the effectiveness of current and prospect campaigns.

Project Management - My experience, adaptive ability, technical knowhow and time management skills enables me to efficiently and effectively manage multi-faceted projects and initiatives with ease.

Cultural Sensitivity & Awareness - Studying at an international school, travelling the world at a young age has allowed me to be culturally conscious and socially aware. This unique perspective enabled me to effectively target international markets and in both my previous positions.

EDUCATION & QUALIFICATIONS

2011:	Bachelor of Consumer & Applied Science Double Major in Marketing & Graphic Design University of Otago
2014:	Google Adwords Certification
2014:	Google Analytics Certification
2017:	Hubspot Inbound Certification

PROGRAM / SOFTWARE EXPERIENCE

- Strong experience in Adobe Suit (Indesign, Photoshop, Illustrator, Lightroom) and Microsoft Office Suit
- Well versed in video production and editing software such as FinalCutPro and iMovie
- Sound knowledge of user experience & web design (HTML & CSS)

WORK HISTORY

MAR 2015 - PRESENT

LE CORDON BLEU, Wellington, NZ
Media Marketing Manager
Reporting to Director of Sales & Marketing

COMPANY INFORMATION

Founded in Paris in 1895, Le Cordon Bleu is considered today the largest network of culinary & hospitality schools in the world with more than 35 institutes in 20 countries & 20,000 students of over 100 nationalities are trained every year. Here in the Wellington campus we have over 300 students, 95% of which are international students from around the globe. Upon my request, this position was made to be 4 days a week, allowing me to be a consultant for start up companies on a part-time, short term basis.

KEY RESPONSIBILITIES

- Manage & develop B2B & B2C marketing campaigns aimed at supporting the sales team & increase brand awareness amongst current & potential clients via SEM, Social Media, radio, e-newsletters, content marketing, print & digital advertising.
- Analyse marketing campaigns to determine ROI.
- Test, develop & manage the implementation of website content & user experience.
- Create & implement search engine optimisation strategies.
- Manage vendor relationships (designers, printers, videographers, IT, writers & creative agencies)
- Collaborate with vendors & approve designs to ensure that it conveys the right message & is consistent with LCB brand image.
- Identify consumer trends, future market growth opportunities & capitalising on them.
- Manage marketing budget & update future budgets based on historical data & trends.
- Collaborate with other departments across LCB to ensure planned outcomes are achieved.
- Coordinate & represent LCB during conference & industry events.

KEY ACHIEVEMENTS

- Increased web traffic by 12.5% by implementing new digital strategy.
- Exceeded quarterly targeted sales goal by 26%.
- Grew Facebook following from under 2k to over 35k in 6 months. Increased user engagement by 125% after 3 months in the position.

2014 - CURRENT

FREELANCE FOR COMPANIES (PART TIME),
Digital Marketing Consultant
Reporting to Sales Managers & Business Owners

INFORMATION

I have consulted as a Digital Marketing expert for a number of small business as well as not for profit organisations such as the Asthma foundation. During the inception of their brand "sensitive choice" I provided them with an effective, integrated multichannel marketing strategy that increased brand awareness. More recently I have been working with Wendy Bradford Interior Designs on the launch of their new homeware line. I provided them with direction on their website/online store, optimising it for e-commerce conversion. I also provided them with a cost-effective social media strategy that matched their budget. I have also worked with international companies such as Wickramarachchi opticians on search engine marketing & optimisation.

KEY RESPONSIBILITIES

- An effective, integrated multichannel marketing strategy based on the clients' strategic goals, user needs, analytics.
- An in-depth analysis of consumer journey to identify opportunities & areas for improvement.

- Assistance with product / service pricing & stock management.
- Relevant tools & software to implement strategy, manage campaigns & create reporting.
- Staff training on implementing proposed strategy while using digital marketing best practice.
- Documentation for editorial policies & establish practices & standards for digital content.
- Measure & evaluate the results of marketing efforts & provide appropriate recommendations.

AUG 2012 - MAR 2015

AMAZING ACCOM, Wellington, NZ
Marketing Manager
Reporting to Managing Director

COMPANY INFORMATION

Amazing Accom is an online booking portal for luxury holiday homes throughout the globe. The company was founded here in Wellington in 2008 & currently employs over 14 industry professionals. During my time at Amazing Accom, we created an agent booking portal with white label capabilities as well as a booking plugin that have become extremely popular. I managed the development of both of these projects & reported directly to key stake holders such as agents, holiday home owners & the board of directors.

KEY RESPONSIBILITIES

- Manage and maintain key B2B Accounts, including Travel Agents & Real Estate Agencies.
- Devise extensive digital marketing & e-commerce strategy & implement tactics including SEM (SEO&PPC), e-mails, blogger/industry outreach & social media marketing to generate brand awareness, increase user engagement & driving Online sales.
- Test, develop & manage the implementation of website content & user experience.
- Create & implement search engine optimisation strategies.
- Develop & campaign new products & bundled packages.
- Design both print & digital collateral for campaigns (including promotional videos).
- Identify consumer trends, future market growth opportunities & capitalise on them.
- Analyse the consumer journey to identify potential drop off areas, then providing recommendations for improvements (from copy, price point to user experience).
- Represent Amazing Accom during international industry events.
- Manage Marketing team by providing strategic guidance, motivation, setting realistic goals & resolving disputes.

KEY ACHIEVEMENTS

- Increased web traffic by 3.5% & grew online sales conversion rates by 2%.
- Grew Facebook following from under 2k to over 225k during employment & consistently displayed positive ROI.
- Managed the implementation of new e-commerce website & mobile site. My suggested improvements displayed record high session durations (confirmed by A/B testing).
- Raised e-mail marketing open rate from 10% to 31% (on average) & boosted sales conversions by 4% per quarter. This was achieved by segmenting consumers & created more targeted & personalised campaigns.

AUG 2013 - AUG 2014

WELLINGTON YOUNG PROFESSIONALS
(VOLUNTEER), Wellington, NZ
Marketing & Communications Manager

KEY RESPONSIBILITIES

- Develop & implement cost-effective marketing strategy that utilise social media, e-mails, blogger/industry outreach to increase brand awareness & grow memberships.
- Design effective & engaging marketing collateral.
- Network & build new relationships with clients, vendors & industry professionals.

MAY 2012 - AUG 2012

N3, Wellington, NZ
Membership Services & Sales

KEY RESPONSIBILITIES

- Drive B2B Sales using communication skills.
- Data entry & CRM management.
- Account management & building new relationships.
- Resolve disputes with unsatisfied & aggravated customers.

NOV 2011 - APR 2012

HCAC, City, NZ
Product Designer & Sales Representative

KEY RESPONSIBILITIES

- Develop & implement cost-effective marketing strategy.
- Design effective & engaging marketing collateral.
- Assisting with inventory management & product pricing.
- Provide sales & customer support.
- Data entry & CRM management.
- Network & build new relationships with clients & vendors.

JUL 2011 - OCT 2011

ARTHERS PASS, Dunedin, NZ
Project Manager

KEY RESPONSIBILITIES

- Manage team & ensure that they meet tight deadlines & work well together.
- Write reports & create posters using InDesign in order to provide updates on concepts.
- Using Xcode to create iPhone application, writing & designing the database.
- Created a Guerrilla marketing campaign to promote Arthers pass.

OCT 2010 - MAR 2011

NATURE RESORT TANGALLE, Sri Lanka
Marketing Specialist

KEY RESPONSIBILITIES

- Develop cost-effective marketing strategies (including a Guerrilla marketing campaign).
- Design marketing collateral.
- Coordinate Events/functions.
- Network & build new relationships.

PERSONAL INTERESTS

Creating videos, painting, photography, making iPhone applications. hip-hop & alternative dances. Rock climbing. Cooking & creating new recipes. Contributing to charities. Traveling & experiencing new cultures.

REFERENCES

Available on request