

ANNA ROBINSON

Marketing, Brand & Communications

B.Com (Marketing & Management) MBA candidate Digital Marketing Strategy Mini MBA in Brand Management
annarobinson.com.au

I am a Senior Marketing Manager with 22 years' industry experience. My career has included roles in creative advertising and marketing communications, brand strategy and development, campaign management and execution, and marketing leadership.
I have worked in agency teams, in-house and as a consultant across a variety of sectors to create traditional and not-so-traditional marketing strategies and solutions.
I am currently studying an MBA at Melbourne Business School (University of Melbourne) with a particular focus on marketing.

Expertise

Brand and marketing strategy	CRM strategy & eDMs	Stakeholder management
Content strategy	Social media marketing	People leadership
Digital marketing	Campaign management	Creative direction
SEO and keyword planning	Budget management	Copywriting
Brand messaging and TOV	Marketing analytics & reporting	UX & web content writing

Professional History

Oct 2023 + Marketing Manager - Brand & Communications, Janison

Janison.

Highlights:

- Key member of the team to work with external brand consultants to connect newly acquired brands into a branded house. Brand strategy development and articulation, messaging frameworks and creative direction.
- Leading the brand refresh strategy of the Academic Assessment Services (AAS) product portfolio including sales support collateral achieving a 1,210% campaign ROI and 91% of yearly sales target in 1 month.
- Leading the development and execution of the ICAS schools competition parent email campaign across Australia and New Zealand to achieve 140% of total campaign target and 95% YOY growth.

Key duties:

- Lead member of Brand and Communications team with two direct reports (Marketing executive and Graphic Designer)
- Working with Senior Marketing Brand and Communications Manager to develop and execute the marketing strategy across all Janison brands
- Work across all Janison brands and products to lead key messaging strategies and guide copywriting to ensure brand and product tone of voice alignment
- Working with CRM Manager to map eDM campaign audiences and flows, write and build eDMs
- Working with Content Manager to guide messaging and brand tone of voice across new websites for all products
- Working with the Digital Performance Executive to write, execute and deliver paid social ad campaigns across Facebook and LinkedIn
- Develop key product brand and communications guides
- Plan, execute and deliver key marketing campaigns across all channels
- Manage additional external freelance creative contributors
- Budget management
- Data analysis and reporting
- Senior leadership stakeholder management.

Apr 2022 - Oct 2023 Senior Content Manager, endota

endota

Highlight:

- Key member of the team that delivered a successful brand refresh for endota resulting in brand uplift in existing and new segments. Work included liaising with external agency partners and internal stakeholders to conduct market research, develop brand strategy and guidelines, media and performance strategy, and campaign development and execution across all channels.

Key duties:

- Member of the Marketing Leadership Team - working with the Head of Marketing & Customer Experience to manage and execute the marketing strategy
- Manage and lead Content & Campaigns Team with three direct reports (Social Media Manager, Copywriter & Content Coordinator)
- Manage annual and ongoing campaign and content strategy across all brand pillars and channels
- Creative direction and copy direction and output across the business to ensure brand alignment
- Review and approve all print and digital copy and ensure brand tone of voice alignment
- Work with external agencies to deliver on the broader marketing strategy
- Manage and mentor additional internal and external freelance content contributors
- Senior leadership stakeholder management
- Budget management and reporting
- Data analysis and reporting across GA, Meta, LinkedIn.

2021-2022 Brand Director, Big Picture Group



- Brand strategy and development including naming, content and brand guidelines and recommendations
- Client service including new business lead generation and onboarding
- Internal brand management and growth strategy for Big Picture Group Brands; Bellman and Emote Digital
- Creative direction and mentorship of copywriters and other creatives
- Copywriting including internal and external brand and digital pieces.

2019 – 2021 Creative & Brand Director, Mainhouse Digital



- Work alongside the Managing Director of Mainhouse Digital web development agency on the running of the business and management of all client projects
- Head teams of creative experts to develop brand, creative and digital strategies and output
- Conceptualise, develop and lead production of web content, UX & SEO copy, brand style guides, EDMs and creative campaigns.

2019 – 2024 Freelance Senior Copywriter

Highlights:

- Work with TPXCo in 2024 on the brand refresh and content development for Viva Mutual, an NFP NDIS service provider.
- Work with Beatwave on the pitch and campaign to introduce the 2021 Government of South Australia legislation to phase out single use plastics. Work involved brand and campaign development and rollout across G2B brochures, educational video scripts, print, POS, website copy, OOH and outdoor.
- Work with Milo & Co from August to November 2019 on various clients including RAA, BUPA and Headspace. Work involved concept and campaign development, copywriting, naming, and brand strategy document creation as well as in-house comms and SEO recommendations.
- Work with Kwik Kopy Hilton on a national 'We Love Local' brand campaign including DM and print.

2017 – 2019 Senior Copywriter, Crown Melbourne



- Work collaboratively with all business units, as Crown Australia's lead copywriter for all below-the-line external communications
- Develop brands and create style guides for numerous brands under the Crown umbrella
- Reframe supplied or existing content in a succinct and digestible format
- Develop communications within strict legal and regulatory frameworks
- Conceptualise and write copy for EDMs, DMs, letters, editorial, web, social media, outdoor and other print and internal brand communications
- Work to tight deadlines in a fast-paced studio with high turnaround and output.



2017 Marketing and Content Manager, Food Babies Love

- Manage, source, edit, develop and write digital content in collaboration with an external content agency to support the rollout of products into a national retail setting
- Write copy for EDMs, letter templates, editorial, web content, social media and print
- Plan, budget, brief and liaise with suppliers.

2013-2017 Copywriter, Digital Content and Social Media Manager, Calibre8

Calibre8

- Source, write, repurpose and edit content for new website
- Conceptualise, write, develop and produce press ads, promotional videos, technical videos, technical documents, EDMs, social media posts, UGC, blog posts
- Contribute to visual conceptualisation of new website design.

2006-2017 Freelance Copywriter, various

Highlights:

- Winning The Gruen Transfer Pitch, August 2011 with The Kingdom
- Developing an app and flash game that peaked at #3 in top free entertainment apps with over 200,000 downloads and 16,000 competition entries for Wendy's with Jamshop
- Developing numerous retail campaigns across varied media, including TV, radio, print, press, POS for Harbour town with Jamshop
- Working with Black Sheep Advertising from conception and development, project naming and branding, through to execution of the Bowden development, a land development in Adelaide encompassing housing, retail and recreation
- Working with direct client Mitolo Wines on product naming and branding, wine labels and tasting notes
- Creating a personality and telling stories for Beerenberg products with Black Sheep Advertising.

2005-2006 Copywriter, KWP!



- Work collaboratively in creative teams with Art Directors
- Conceptualise and write copy in line with client and internal briefs for use in all media
- Direct and produce radio and TV.

2004-2005 Copywriter & Creative Services Manager, Leo Burnett Adelaide/Jamshop

Leo Burnett

- Work collaboratively in creative teams with Art Directors
- Conceptualise and write copy in line with client and internal briefs
- Direct and produce radio and TV
- Manage brief allocation and traffic within the creative department
- Provide support and assistance to the creative department with tasks including props organisation and sourcing, talent sourcing and liaising with external suppliers.

2003-2004 Production Assistant, Leo Burnett Adelaide

Leo Burnett

- Liaising with external suppliers to produce print and press ads
- Supply material to various media outlets
- Budget, schedule and manage creative material deadlines.

2002-2003 Account Executive, Leo Burnett Adelaide

Leo Burnett

- Liaise with clients, plan, schedule, and budget communication plans with clients
- Write and present briefs to creative department and liaise with external suppliers.

Skills & Experience

- **People Management:** As Creative & Brand Director of Mainhouse Digital, Brand Director of Big Picture Group, Senior Content Manager of endota, and in my current role with Janison, I have managed and directed teams of marketing and creative specialists. I have received Masters level training in Leadership and Managing People through my MBA studies.
- **Ongoing Professional Development:** I am passionate about continuing to develop in the field of Marketing and Business Management, undergoing recent formal training in Digital Marketing strategy and Brand Management, and am currently undertaking a Masters of Business Administration.
- **Sector Experience:** I have worked with numerous clients across many sectors in B2C, B2B, G2B, G2C organisations and departments.
- **Project Management:** As well as marketing campaign management, I have led large scale website copy projects for endota's new website in 2022 and for the St Dominic's Priory College website for KwikKopy Hilton.
- **Account Management:** I have worked with stakeholders from businesses of all sizes from small startups to large corporations, and government departments.
- **Copywriting and communications:** I am a highly experienced copywriter and marketing communications writer with relevant formal training and a background working in well-known agencies for a variety of clients.
- **Business Management:** I have experienced running my own business where balancing agency and direct client needs and expectations with the needs of the business is of utmost importance. My MBA studies are giving me training in all areas of business management.
- **Channel Experience:** My experience covers all marketing channels including website content, CRM, digital ads, app development, competitions, social media, SEO and UX copy, and traditional above and below-the-line advertising including TV, radio, print, press, brochures, POS, outdoor, newsletters and direct mail.

Education

2002	Bachelor of Commerce (Marketing, Management) (University of Adelaide)
2002	Diploma in Market Research (Market Research Society of Australia)
2003	AFA AdSchool
2004	News Limited AWARD School
2019	Digital Marketing Strategy (RMIT University)
2021	Mini MBA in Brand Management with Mark Ritson
2023	Commenced MBA with Melbourne Business School (University of Melbourne)

Academic Awards

Melbourne Business School (University of Melbourne) Commendation for all-round excellence in Marketing - Top of subject	University of Adelaide Market Research and Project – Top of subject
AFA Adschool Understanding the Creative Process – Dux of subject	

Interests

Hiking, camping, gardening, animal rescue, stories (writing and reading them), poetry (writing and performing), junior soccer coaching, vegan cooking, family & friends.

Referees

Available on request

Clients, Past & Present

I have worked for a large number of brands across many business sectors. Selected brands include:

Agencies

Clemenger BBDO Adelaide
Milo & Co
Blacksheep Advertising
Jamshop
The Kingdom
Welbourn O'Brien
Martins
Pragma Design
Mainhouse Digital
Big Picture Group

Retail

Calibre8
Trims
Diamonds Cameras & Video
Harbour Town
Centro
The Karma Collective
endota

Media

SAS Channel 7
Trading Post
Natalie Knight Photography

Financial and Insurance Services

Savings & Loans Credit Union
Police Credit Union
Zobel Finance
BUPA
Homeward Finance

Government

South Australian Tourism
Commission
Adelaide City Council
SA Ambulance
Government of South Australia
(various departments)
Parks SA

Construction and Development

Lares
Bowden
Environmentally Sustainable
Developments
Rosdale Homes
Primelife
Verve Projects
Westport Estate

Entertainment

Crown
Beachhouse
SA Lotteries
Adelaide Casino
Credit Union Christmas Pageant
Thoroughbred Racing

Charities

Uniting Care Wesley
Guide Dogs SA
Headspace
Viva Mutual

Food & Beverage

Sip n' Save
Coopers
Yalumba
Mitolo Wines
Grant Burge Wines
Wild Turkey
Beerenberg
Bickfords
Wendy's
Balfours
Food Babies Love
Animus Distillery

Professional Services

Kelley Jones Lawyers
Rowan Recruitment
Kwik Kopy Hilton
Repromed
Alfred James Funerals

Education

Janison
St Dominic's Priory College
Australian Science & Mathematics
School

Automotive

Mitsubishi
RAA
Cavpower