

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 Marketing, Brand and Communications leader with over 22 years' experience delivering impactful, inclusive and purpose-led campaigns across public, private and not-for-profit sectors. I am skilled in developing integrated strategies and content that drives behaviour change, builds trust and connects meaningfully with diverse communities.

With a background spanning agency, in-house and consulting environments, I bring deep expertise in creative direction, copywriting, stakeholder engagement, digital and traditional media, and campaign execution. I've led high-performing teams, managed complex projects, and developed messaging that cuts through, strategically grounded in audience insight, accessibility, and ethical communication.

I am currently completing an MBA at Melbourne Business School (University of Melbourne), and am committed to ongoing professional growth, with a values-driven focus on inclusion, sustainability, and positive social impact through motivational marketing and communications.

Expertise

Written communications	Digital marketing	SEO & keyword strategy
Integrated campaigns	CRM & eDMs	People leadership
Stakeholder engagement	Campaign reporting	Brand development
Audience segmentation	Creative direction	Tone of voice
Content strategy	Web content & UX	CMS management

Education

2023	Commenced MBA with Melbourne Business School (University of Melbourne), target 2026 completion
2019	Digital Marketing Strategy (RMIT University)
2002	Bachelor of Commerce (Marketing, Management) (University of Adelaide)
2002	Diploma in Market Research (Market Research Society of Australia)
2021	Mini MBA in Brand Management with Mark Ritson
2004	News Limited AWARD School
2003	AFA AdSchool

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

Professional History

Aug 2024 + Head of Marketing, Brand & Communications, Informed 365

INFORMED 365

Reporting to the Chief Commercial Officer, I led the marketing function including foundational brand and marketing strategies, website management, content creation and scheduling, client and partner collaborations, product launch comms, CRM management and EDM development, direction of freelance staff, reporting and budgets.

Key Achievements:

- Led the website redesign and redevelopment project, executing information architecture, content creation, and external agency management, with delivery in WordPress CMS. The project resulted in a measurable increase in organic leads and improved user experience.
- Conducted a data-informed market analysis to develop and execute a comprehensive marketing and communications strategy aligned to organisational goals and digital trends, driving measurable growth in brand awareness and stakeholder engagement.
- Produced thought leadership content and webinar campaigns in collaboration with partners and subject matter experts, significantly increasing audience reach across segments.
- Collaborated with cross-functional teams to define and communicate brand purpose, tone of voice, and customer value propositions and develop branded sales collateral.
- Designed and implemented reporting dashboards using GA4 and Looker Studio, enabling insights-led decision making.
- Produced tailored content for email, social (including LinkedIn), blogs, and webinars.
- Drove SEO strategy development using Semrush, improving visibility and engagement.
- Established and maintained strategic partnerships to amplify impact and community engagement.
- Supported CRM transition and data integrity initiatives with Hubspot for improved campaign delivery and stakeholder tracking.
- Wrote and designed client communications including product and platform updates and webinar promotions to drive client engagement.
- Wrote, designed and launched a new newsletter targeting clients and other contacts, to nurture existing client relationships and add value to new relationships to drive leads.
- Worked with an industry association to develop communications aimed at encouraging new client members, resulting in a new consortium client group.

Oct 2023 – Aug 2024 Marketing Manager - Brand & Communications, Janison

Janison.

Reporting to the Head of Marketing and managing two direct reports, my role included brand and marketing strategy development, sales collateral development, end-to-end campaign strategy and execution - planning, writing and building eDMs, web content, paid and organic social and digital ads.

Key Achievements:

- Directed the brand refresh of the Academic Assessment Services portfolio, achieving a 1,210% ROI and 91% of annual sales targets in a single month.
- Led and executed integrated email campaigns, including writing, designing and building, for the ICAS schools competition across ANZ, surpassing performance targets with 140% campaign achievement and 95% YoY growth.
- Partnered with external consultants to integrate newly acquired brands into a coherent branded house framework, then created messaging frameworks, tone of voice guides, and brand collateral tailored to diverse educational audiences.
- Led the brand and communications team with two direct reports (Marketing executive and Graphic Designer), to successfully execute marketing strategies across multiple brands.
- Oversaw and contributed to cross-channel campaigns including paid social (Facebook, LinkedIn), website, and email automation.
- Collaborated with CRM and digital teams to develop customer-centric journeys and optimise campaign flows.

- Collaborated with Digital Performance Executive to write, execute, deliver, test and optimise paid social ad campaigns across Facebook and LinkedIn.
- Worked with Senior Marketing Manager to manage marketing budget across paid media, external agency, PR content creation and production.

Apr 2022 - Oct 2023 Senior Content Manager, endota

endota

Reporting to the Chief Marketing Officer and managing two direct reports (Social Media Manager and Content and Campaigns specialist), I was a member of the Marketing Leadership team and led the content and campaigns function of the business, including planning, developing and executing content across EDM, website, organic social, and paid digital channels.

Key Achievements:

- Key member of the team that delivered a successful brand refresh for endota, 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. The campaign resulted in measurable increase in brand resonance across new and existing segments.
- Member of the Marketing Leadership Team - working with the Head of Marketing & Customer Experience to manage and execute the marketing strategy and budgets, resulting in increased sales, brand resonance, and CRM growth.
- Drove inclusive campaign strategy across paid and organic digital, print, and social channels to reach a broader, more diverse audience base.
- Managed the Content & Campaigns team, overseeing development of content aligned to brand pillars and inclusive messaging.
- Approved and refined internal and external content to ensure accessibility, brand consistency, and strategic alignment.
- Collaborated with external agencies and performance teams to deliver integrated campaigns across multiple platforms.
- Managed content reporting across Google Analytics, Meta and LinkedIn to present weekly reports to the marketing department and monthly reports to the broader C-Suite.

2021-2022 Brand Director, Big Picture Group

Big Picture Group

Reporting to the CEO and working alongside the Marketing Director and Digital Director, in this key business development and account management role I led the internal brand function, and worked with external clients to develop brand strategies and campaigns.

Key Achievements:

- Led and executed brand strategy and development including naming, content and brand guidelines and recommendations for multiple clients, launching new brands and refreshing existing ones.
- Account management including new business lead generation, proposal development and onboarding, as well as managing a portfolio of 20+ clients to execute their individual brand and digital strategies by writing briefs and directing creative and digital teams.
- Growth strategy development and execution of the Internal Big Picture Group Brands; Bellman and Emote Digital.
- Creative direction and mentorship of copywriters and other creatives to achieve high quality client work, and nurture and empower creative development.
- Copywriting including internal and external brand and digital pieces.

2019 – 2021 Principal and Creative & Brand Director, Mainhouse Digital

Alongside my business partner, I established and ran a digital marketing agency, offering brand and creative strategy, content development, web design and build, SEO and marketing analytics services.

Key Achievements:

- Worked alongside the Managing Director of Mainhouse Digital web development agency on the successful running of the business and management of all client projects.
- Led teams of creative experts to develop brand, creative and digital strategies and output for clients; and conceptualised, developed and led production of web content, UX & SEO copy, brand style guides, EDMs and creative campaigns. I was very proud that this work contributed to:
 - Rehabilitating and releasing orangutans in Borneo
 - Raising money to help animals in Australia and overseas
 - Creating communities planned around trees in Victoria
 - Supplying free hand sanitiser during lockdown
 - Improving the health and wellbeing of refugees in Qld
 - Supporting the developmental needs of young children
 - Helping our clients raise revenue to keep their staff employed through lockdowns.

2019 – 2024 Contract Creative Director & Copywriter, various

Key Achievements:

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

2017 – 2019 Senior Copywriter, Crown Melbourne



Key Achievements:

- Worked as Crown Australia's lead copywriter for all below-the-line external communications across all business units, leading copy tone of voice and direction.
- Worked alongside head designer to develop new brands and create style guides for new and existing brands under the Crown umbrella.
- Reframed supplied or existing content in a succinct and digestible format to appeal to various client and employee audiences.
- Balanced the development of creative and engaging communications within strict legal and regulatory frameworks.
- Conceptualised and wrote copy for EDMs, DMs, letters, editorial, web, social media, outdoor and other print and internal brand communications.

Earlier Roles



2017 Marketing and Content Manager, Food Babies Love

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

Calibre8

2006-2017 Freelance and Contract Copywriter, various

2005-2006 Copywriter, KWP!



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

Leo Burnett

2003-2004 Production Assistant, Leo Burnett Adelaide

2002-2003 Advertising Account Executive, Leo Burnett Adelaide

Skills & Experience

- **People Leadership**
Proven experience leading multidisciplinary marketing and creative teams across public, private and not-for-profit sectors, including roles at Informed 365, Janison, endota, Mainhouse Digital and Big Picture Group. Skilled in empowering teams to deliver strategic outcomes, foster collaboration, and support professional growth. Currently completing an MBA with postgraduate coursework in Leadership and People Management.
- **Strategic Campaign & Project Management**
Successfully delivered complex, multi-channel marketing initiatives and digital transformation projects, including website redevelopment at Informed 365 and brand-aligned content for endota. Adept at balancing timelines, budgets and stakeholder priorities while driving measurable outcomes.
- **Audience-Focused Marketing Communications**
Experienced copywriter and communications strategist with a strong agency background and formal training. Skilled in crafting clear, engaging content tailored to a wide range of community groups across digital, social, print and event platforms.
- **Stakeholder Engagement & Relationship Management**
Extensive experience managing internal and external stakeholders across business, government and community sectors. Builds trust and delivers communications that reflect both audience needs and organisational goals.
- **Cross-Sector and Channel Expertise**
Worked across B2B, B2C, G2B and G2C contexts, including education, health, disability and government sectors. Versed in campaign delivery across email, digital, social, SEO/SEM, web, traditional media and events.
- **Continuous Learning & Development**
Committed to ongoing growth with recent training in Digital Marketing Strategy and Brand Management. Currently completing an MBA to build leadership and business capability.
- **Business Acumen**
Founder of a Digital Marketing Agency with hands-on experience managing business operations, commercial strategy and creative delivery across diverse client portfolios.

Interests

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

Referees

Available on request

Selected Clients, Past & Present

I have worked for a large number of brands across many business sectors, including:

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
Rossdale 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

St Dominic's Priory College
Australian Science & Mathematics
School

Automotive

Mitsubishi
RAA
Cavpower

Technology

Janison
Informed 365