

# BRENDAN PARK

Phone: 0428 577 843 | Email: brendantpark@gmail.com | Melbourne, VIC 3000

## KEY SKILLS

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- Account management
- SEO copywriting
- Digital marketing campaigns
- Analytics & optimisation
- Persuasive public speaking
- Adobe Photoshop

## EDUCATION

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### 2017 – Current

Master of Digital Media, Victoria University

### 2005 – 2009

Bachelor of Arts, La Trobe University

## PERSONAL SUMMARY

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I'm a self-motivated, data-driven digital communicator with five years' marketing and advertising experience, specialising in digital content, lead nurturing, and client-facing roles.

## PROFESSIONAL EXPERIENCE

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### DIGITAL MANAGER

**C31 Melbourne, 2013 – Current**

Responsible for development and implementation of marketing and communications strategy in order to grow advertising revenue and improve stakeholder engagement.

#### **Key Responsibilities**

- Designing, implementing, monitoring, and optimising digital marketing campaigns and online assets for C31.
- Managing 30 SME and NFP client accounts at a time, including video production and paid social media campaigns.

#### **Achievements**

- Successfully coordinated transformation of business model from TV advertising to digital marketing services.
- Advocated for and led change from an outbound sales strategy to inbound marketing and sales.
- Developed a project that was awarded a \$160K Social Impact Grant from Helen Macpherson Smith Trust.
- Went beyond my position description by converting a personal sales pipeline of \$50K in 2017 – 2018.

### Customer Service Consultant

**Watsonia Publishing, 2009 – 2012**

Managed customer service, dispatch and administration for 100+ accounts within the tertiary and education sectors.

#### **Key Responsibilities**

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## VALUES

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- Honesty
- Self-improvement
- Reliability
- Communication
- Respect
- Quality
- Collaboration

## CERTIFICATIONS

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- Google Analytics
- Google Adwords
- Facebook Blueprint
- HubSpot Academy
- YouTube (Channel Growth, DRM)

- Coordinated a high volume of customer orders daily, including production of digital publications, managing dispatch, and providing help desk support.

### **Achievements**

- Went above and beyond my role by selling several electronic licences for the company.

### **Brand Ambassador**

#### **Lifelounge / Jim Beam on Campus, 2006 – 2008**

Led implementation of the marketing plan for the Jim Beam on Campus brand at La Trobe University.

### **Key Responsibilities**

- Event planning, promotion and execution, including management of a team of bar staff and promoters.

### **Achievements**

- Successfully coordinated several large events at La Trobe University's Eagle Bar venue, which were attended by more than 1,000 patrons each.

### **Trainee journalist and photographer**

#### **Elliott Midland Newspapers, 2004 – 2005**

Trained as a news, court and sports reporter.

### **Key Responsibilities**

- Copywriting, editing and newspaper layouts
- Sports and events photography

### **Achievements**

- Remained calm while attending and reporting on high-stress situations such as car accident scenes.

## REFERENCES

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Available upon request.