



KERRY KERR

Marketing and Communications Professional

www.kerry-kerr.com

Personable and results driven professional, with 20+ years' experience in combining creative ideas, data analysis and marketing strategy to deliver engaging communications and build brand reputation.

SKILLS

Marketing Strategy
Development

Brand and Reputation
Management

Budget and Project Delivery

Executive Level Reporting

Stakeholder Relationship
Building

Production of Collateral and
Marketing Assets

Content Creation and
Copywriting

Digital and Print Advertising

Graphic Design

Social Media Management

Website Management

PROJECT ENGAGEMENT AND COMMUNICATIONS ADVISOR

Queensland Government – Transport and Main Roads
September 2023 -> Current (Contract)

- Provided strategic communication services and advice to the district director and technical staff for media relations, stakeholder relationship management, issues management, ministerial correspondence and community engagement.
- Used strong copywriting skills, and attention to detail, to develop communication plans and strategies to maximise stakeholder engagement.
- Maintained a high degree of integrity and confidentiality of information and project related data, in accordance with departmental standards, policies and records management procedures.
- Collaborated and consulted with a diverse network of staff at various levels on critical, complex and sensitive issues.
- Demonstrated excellent organisational skills, effectively managing priorities and consistently meeting deadlines.

MARKETING AND COMMUNITY ENGAGEMENT LEAD

Fitzroy Community Hospice. 2022 - 2023 (Contract)

- Demonstrated exceptional previsualisation, brand development and project management to lead delivery of the inaugural "Hoist For Hospice" event, resulting in fundraising over \$60,000.
- Developed comprehensive Community Engagement and Fundraising Strategy to define a strong value proposition and garner support from community groups, government, council and local business.
- Led the delivery of two events aimed at raising brand profile and engagement.
- Increased and enhanced brand reputation within the community through utilisation of market research and competitor analysis to craft engaging storytelling, effectively engaging stakeholders and facilitating collaboration.
- Prepared detailed executive level reports for Board of Directors to demonstrate campaign effectiveness and showcase increases in engagement.
- Delivered strategic and consistent communications including management of creative production, advertising contractors, graphic design agencies and image acquisition for a diverse range of print and digital collateral including newsletters, advertisements, brochures, social media, flyers and websites.
- Managed and grew social media channels, sourced content, developed paid campaigns and analysed metrics.

TECHNICAL SKILLS

Monday.com and Trello
(Project and Workflow
Management)

Mailchimp and Vision 6 (Email
Marketing Automation Software)

Social Media Management
Software

Facebook Meta Ads Manager

Adobe PS, Illustrator and
InDesign

Canva Design Software

WordPress CMS

Google Analytics

Microsoft Office Suite

MARKETING OFFICER

The Capricornian Ltd. 2020 - 2022.

MARKETING AND COMMUNITY ENGAGEMENT MANAGER

August - November 2021. (*Secondment Higher Duties*)

- Collaborated across departments to build relationships and deliver a unified brand message across multi-media that boosted community awareness and delivered increased engagement with target customers.
- Developed and successfully executed Strategic Digital Communications Plan to leverage brand strengths and align with organisation's strategic plan.
- Proactively sought to differentiate the brand by positioning the credit union as a positive alternative to the "bigger banks", and to leverage this as a strength within the community.
- Provided guidance and mentorship to the Community Engagement Officer.

Marketing Campaigns and Brand Management:

- Utilised market data research and competitor analysis to comprehend customer motivations, develop brand messages and craft engaging content.
- Strategically managed social media accounts including analysis of data and optimisation content to increase engagement.

Content Development and Creative Production:

- Conceptualised, planned and led delivery of marketing collateral across a network of eight branches.
- Effectively managed suppliers and ensured strict adherence to brand guidelines, procedures, compliance and legal obligations.
- Provided end-to-end direction to design and production teams for delivery of branded marketing assets, within budget and deadlines, across multiple platforms including social media, email, website, online banking, digital screens, Google Ads, posters and digital advertising screens.
- Delivered creative and corporate copywriting for media, blogs, brochures, social media, annual reports, publications and newsletters.
- Developed and deployed a comprehensive style guide to ensure consistency across imagery, written content and visual communication.

Reporting and Budget Management:

- Managed and reconciled the budget for communications and campaigns.
- Measured, tracked, and reported on stakeholder engagement to ensure efficiency and assessment against budget and goals.
- Generated executive and board level reports including recommendations for future initiatives to benefit the organisation.

Project Management:

- Developed business case to secure significant six-figure funding for a new corporate website. Led re-development project to deliver alignment with Strategic Plan, deadlines and budget.

PROFESSIONAL DEVELOPMENT

Certificate of Positive Leadership – Positive Difference Inc

High Performance Leadership Course – AM Institute

Digital Marketing Strategy Short Course

Adobe InDesign CC Advanced Short Course

Blogging For Your Website Short Course

Secrets of Direct Mail and Lead Generation Short Course

Google Academy - Adwords Certification

Designing Attention Grabbing Brochures and Newsletters Short Course

MARKETING MANAGER

Capricorn Enterprise. 2017 - 2020.

- Collaborated across a broad geographic area to build relationships with local businesses, government representatives and community groups to deliver a consistent and unified brand message for the Capricorn region.
- Delivered strategic engagement plans aimed at fostering economic growth, enhance community pride and deliver mutually beneficial outcomes for stakeholders.
- Executed marketing communications and branding strategies, including collateral development, copywriting and target market identification.
- Collaborated on projects with external agencies including media buying and advertising agencies, graphic designers, photographers and merchandise suppliers.

- Provided support and advice to a team of three staff.

Marketing, Engagement and Branding:

- Successfully executed large-scale digital campaigns resulting in significant increases in website engagement; and acquisition of over 4,000 new email newsletter subscribers.
- Increased engagement of three social media business profiles across multiple platforms through implementation of a content strategy.
- Led the “on brand” development of a diverse range of promotional assets for print and digital platforms, including large brochures, flyers, newsletters and annual reports.
- Facilitated events and sponsorships including pre-visualisation and development of production briefs for display materials and merchandise.

Stakeholder Education and Development:

- Facilitated community and stakeholder education through delivery of training workshops and guidance to local businesses.
- Led Tourism Management Committee comprised of industry, community and local government representatives.
- Served as presenter and panellist at Central Highlands Tourism Forum 2018 and 2019. Presenter at 2019 CHDC Business Excellence Awards.

Media Management:

- Proactively leveraged media to deliver multiple positive PR initiatives when COVID impacted.
- Collaborated with multiple local and national crews for TV and video content production.
- Commissioned high-profile social and travel influencers to capture high quality photographic content.

EDUCATION

Bachelor of Arts

Communication and Marketing
CQUniversity

Diploma of Photography and Digital Imaging

Photography Institute

PERSONAL ATTRIBUTES

Creative lateral thinker

Self driven and strives for
quality output

Extraverted and outgoing

Easily builds rapport with
people at multiple levels

Enjoys the challenge of
managing multiple projects
with competing deadlines

Ability to work independently
and as part of a team

Open driver's license

COVID vaccination

CONTACTS



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Norman Gardens Q 4701

BUSINESS MANAGER AND PROFESSIONAL PHOTOGRAPHER

Happy Tears Photography. 2013 - 2017.

- Grew client database through development of a unique brand and delivery of creative content through both digital and traditional marketing.
- Developed a strong social media following and grew a solid database for regular email campaigns. This resulted in a consistent flow of forward bookings an average of 4-6 weeks in advance.
- Drove increases in website traffic by leveraging multiple digital marketing strategies including SEO, Google advertising, PPC, email marketing, paid and organic social media.
- Business management including, contingency planning, budgeting, client liaison and income generation.
- Implemented a business management database system to manage clients, streamline workflows and automate financial management.
- Proactively attended professional development and business management training.

MANAGER, MARKETING AND BRAND

The Capricornian Ltd. 2005 - 2013.

- Led major re-brand from "Capricornia Credit Union" to "The Capricornian". This transition involved repositioning the company's corporate identity and realignment of marketing collateral to attract new target markets
- Led a team of two staff to conceptualise, develop and execute large scale marketing campaigns and communications.
- Influenced and engaged a large team of internal and external stakeholders to maximise outcomes and ensure deliverables.
- Collaborated with Human Resources department to engage and empower multiple staff to become "brand heros" for the new corporate image.
- Delivered successful marketing campaigns for the company's suite of financial products to meet sales targets across eight branches.
- Devised comprehensive reports and recommendations on behalf of the CEO and developed presentations for Board of Directors.
- Directed external creative team to generate a comprehensive suite of branded communication and marketing assets.
- Provided creative direction to an architectural and interior design team to effectively manage the refurbishment of eight branches within deadlines.

To view references and portfolio please visit:

www.kerry-kerr.com