



KERRY KERR

Marketing, Communications and Engagement Professional
www.kerry-kerr.com

Personable and results driven professional, with over 20 years of experience blending creativity, data analysis and strategy to craft compelling and engaging communications.

SKILLS

Campaign Development and Evaluation

Brand and Reputation Management

Community Engagement

Social Media Management

Website Management Including SEO Optimised Blog Writing

Data Driven Strategy

Digital Advertising and Remarketing

Production of Content and Marketing Assets

Copywriting

Graphic Design

PROJECT COMMUNICATIONS AND ENGAGEMENT ADVISOR

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

- Developed and implemented communication plans and key messaging aligned with project priorities and governance guidelines, tailoring messages for diverse stakeholders, including government, local businesses, and community groups.
- Supported social outcome objectives by fostering community education and local business opportunities related to the \$1.7 billion Rockhampton Ring Road.
- Delivered communications to support initiatives that improved community understanding of the positive social impact and long-term benefits of major infrastructure projects.
- Provided strategic communication services to management and project teams, including media relations, website, social media and ministerial correspondence, to enhance community engagement and manage the department's reputation.
- Utilised strong copywriting skills and attention to detail to deliver communication strategies that maximised stakeholder engagement.
- Collaborated with key internal and external stakeholders to facilitate community engagement on complex projects.
- Managed issues and reputational risks by coordinating responses and developing messaging to address enquiries and support project delivery.
- Demonstrated excellent organisational skills, effectively managing priorities in a high-volume work environment and consistently meeting deadlines.
- Maintained a high standard of integrity in managing project related data, in accordance with government policies and best practice IAP2 principles.

TECHNICAL SKILLS

WordPress CMS

Google Analytics

Microsoft Planner and ClickUp
(Project and Workflow
Management)

Campaign Monitor, Unpuzzle
and Vision 6 (Marketing
Automation)

Sprout Social
(Social Media Management)

Facebook Meta Ads Manager

Adobe Photoshop, Illustrator
and InDesign

Canva

Microsoft Office Suite

COMMUNITY ENGAGEMENT LEAD

Fitzroy Community Hospice
2022 – 2023
Contract

- Led and delivered comprehensive Community Engagement and Fundraising Strategy to benefit the community and support people with terminal illness.
- Developed and implemented indicators and measures to showcase tangible outcomes and positive social impact.
- Collaborated with various stakeholders including community groups, government, council and local businesses.
- Utilised market research and competitor analysis to craft compelling storytelling that highlighted the positive impact of the hospice's services.
- Facilitated the development of a donor database and integrated this with email and messaging applications, enabling targeted communications to build and strengthen relationships.
- Led the development and design of a Partnership Prospectus, crafting compelling copy to articulate social impact, which served as a key tool for securing substantial corporate funding.
- Effectively engaged stakeholders to raise awareness, enhance engagement, and influence positive fundraising outcomes.
- Successfully delivered the inaugural “Hoist For Hospice” event, raising over \$60,000 and positively raising the profile of the organisation.
- Led the delivery of two community information sessions aimed at raising brand profile and engagement.
- Built brand awareness and increased engagement across multiple digital and traditional platforms.
- Managed and grew social media channel followers and engagement, sourced content, developed paid campaigns, and analysed results.
- Prepared executive-level reports for the Board of Directors, demonstrating the effectiveness of communication strategies and increases in engagement.
- Delivered strategic communications, including copywriting and managing creative production for a diverse range of collateral such as newsletters, advertisements, brochures, social media, flyers, and website.
- Facilitate the preparation of grant applications and funding submissions with tailored messaging aligned to donor motivations and showcasing mutual benefit.

PROFESSIONAL DEVELOPMENT

IAP2 Certificate of Public
Engagement

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

DIGITAL MARKETING OFFICER

2020 - 2022

COMMUNITY ENGAGEMENT AND MARKETING MANAGER

August - November 2021 (*Secondment Higher Duties*)

The Capricornian Ltd

- Developed and implemented the Digital Marketing and Communications Plan aligned with the organisation's strategic objectives, ensuring cohesive brand messaging to enhance community awareness and engagement with key customer segments.
- Created content to cultivate relationships with existing customer database, increasing engagement and retention; and generating leads to nurture new customers.

Strategic Communications and Marketing:

- Optimised social media activity, and managed remarketing strategies from the website to enhance online visibility, resulting in increased follower interaction.
- Developed comprehensive content calendar which resulted in streamlining content contributions from multiple sources and growth in audience engagement.
- Cultivated and maintained effective relationships with key internal and external stakeholders, collaborating on projects to achieve outcomes.
- Led the development and delivery of branded marketing collateral across eight branches, ensuring alignment with organisational goals, and managed the production of assets for social media, email, websites, and print mediums, within budget and deadlines.
- Developed engaging copywriting and content for media, blogs, brochures, newsletters, and annual reports, contributing to consistent, impactful communications across various channels.
- Led the production of video and advertising campaigns, from concept creation to execution, ensuring a cohesive approach across all media channels.

Project Management:

- Proactively compiled persuasive business case to secure six-figure funding for a new corporate website. Led re-development project to ensure alignment with Strategic Plan and adherence to deadlines and budget.

Data Analysis and Reporting:

- Measured and analysed stakeholder engagement data, using insights to improve strategies and align communication efforts with business objectives.
- Monitored metrics and reported on all digital channels including social media, email, website, online banking, digital screens, ATM advertising and Google Ads.
- Leveraged CRM system (approx. 13,000 contacts) for relationship marketing via development of automated campaigns and customised communication, including SMS and email journey mapping.
- Delivered executive level reporting to management team, tracking performance metrics and recommending future initiatives.

EDUCATION

Bachelor of Arts

Communication and Marketing
CQUniversity

Diploma of Photography and Digital Imaging

Photography Institute

PERSONAL ATTRIBUTES

Strong collaborator

Easily builds rapport with
people at multiple levels

Enjoys the challenge of
managing multiple projects

Self driven and strives for
quality output

Extraverted and outgoing

Open driver's license

COVID vaccination

MARKETING MANAGER

Capricorn Enterprise
2016 - 2020

- Developed and implemented strategic engagement plans that supported regional economic growth and delivered positive outcomes for local business stakeholders in the Capricorn region.
- Collaborated with local businesses and community groups across a broad geographic area to deliver unified communications that promoted the region's unique benefits.
- Led the implementation of marketing and branding strategies, creating targeted messaging and collateral to enhance the region's visibility and attract tourism.
- Provided mentorship and advice to a team of three staff.

Strategic Communications:

- 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 profiles across multiple platforms through implementation of a digital remarketing strategy.
- Led the development of a diverse range of promotional assets for print and digital platforms, ensuring all materials remained "on brand" and aligned with the region's development goals.
- Coordinated events and secured sponsorships, overseeing the creation of production briefs for display materials and merchandise to promote regional initiatives.

Stakeholder Engagement:

- Facilitated training workshops and provided guidance to local businesses, focusing on capability-building and improving competitiveness within the tourism and business sectors.
- Led the Tourism Management Committee, working closely with industry, community, and government representatives to foster regional collaboration.
- Served as a presenter and panellist at the Central Highlands Tourism Forum in 2018 and 2019, as well as the 2019 CHDC Business Excellence Awards, sharing insights on developing core business capabilities.

Media Management:

- Collaborated with local and national media crews for content production, ensuring consistent messaging and promotion of positive messaging.
- Commissioned high-profile social and travel influencers to capture quality content, further enhancing the region's digital presence.
- Proactively leveraged media partnerships to deliver positive regional messaging initiatives, particularly during the COVID-19 pandemic.

CONTACTS



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Norman Gardens Q 4701

BUSINESS MANAGER AND PROFESSIONAL PHOTOGRAPHER

Happy Tears Photography. 2013 - 2017

- Grew client database by creating a unique brand identity and delivering engaging content through digital and traditional marketing channels.
- Built a strong social media presence and solid email marketing database, resulting in a consistent flow of forward bookings averaging 4-6 weeks in advance.
- Increased website traffic by implementing diverse digital marketing strategies, including SEO, Google advertising, PPC, and both paid and organic social media campaigns.
- Managed business operations including budgeting, client liaison, and income generation to ensure business growth.
- Implemented a client management database to streamline workflows and automate financial processes, enhancing operational efficiency.
- Actively pursued professional development opportunities in business management and marketing strategies to keep updated with industry trends and best practices.

MANAGER, MARKETING AND BRAND

The Capricornian Ltd. 2005 - 2013

- Led the major rebranding initiative from “Capricornia Credit Union” to “The Capricornian,” successfully repositioning the corporate identity and realigning marketing collateral to attract new target markets.
- Delivered successful marketing campaigns for a comprehensive suite of financial products, achieving sales targets across eight branches and driving customer engagement within the Central Queensland footprint.
- Led a team of two staff in conceptualising, developing, and executing large-scale marketing campaigns that enhanced brand visibility and engagement.
- Engaged and influenced internal and external stakeholders to maximise project outcomes and ensure timely deliverables, fostering collaboration and support across the organisation.
- Partnered with the HR department to empower staff as “brand ambassadors” for the new corporate image, enhancing internal culture.
- Compiled detailed reports and recommendations for the CEO, presenting strategic insights to the Board of Directors to inform decision-making.
- Directed external creative teams to produce a full range of branded marketing assets, ensuring consistency and quality across all platforms.
- Provided creative direction to architectural and interior design teams, effectively managing the refurbishment of eight branches within established deadlines and budget constraints.

To view references and portfolio please visit:

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