

SKYE DWYER

I believe marketing should be more than just telling customers about an offer.

I believe it's discovering what they need and offering them even more. So let's think about what *this* audience needs - a really clear breakdown of the ways I can add value in your business.

Website optimisation & digital producing

At Goodlife Health Clubs I worked with the development agency and QA team to continually improve the Goodlife website. I analysed the site for opportunities, prioritised them based on impact to the business and dev availability, groomed the backlog and managed the sprints to deliver from start to finish. I communicated the changes to the wider business, review and repeat.

These improvements resulted in a better member and prospect experience, as well as increased average session duration, increased pages per session and less churn.

Database growth, customer journeys & CRM

As Database and Online Promotions Manager at Absolute Board Co, I was responsible for the acquisition of engaged subscribers for Penny Skateboards, Z-Flex Skateboards and UpperCut Deluxe. In just seven months, I implemented strategies that resulted in the global B2C database increasing by 28%. I can also create effective customer journeys and email campaigns.

Campaign management

At Next Byte, an Apple Premium Reseller, I was responsible for all national campaigns and digital marketing. I managed campaigns from concept to analysis. For me, there is no better feeling than creating a great campaign, monitoring the results and gaining new learnings to apply next time.

Data analysis and reporting

Data isn't just my friend; it's my best friend. Whether it's internal sales data, competitor analysis or performance metrics for digital - I love drilling into it, gaining insights and turning those into something tangible.

At Goodlife Health Clubs I introduced campaign tracking to allow the Marketing team and our agencies to better understand conversion, exits and campaign success. It was the first time UTMs were used in the business and has provided genuine value. I deliver regular BAU and campaign reporting that helps inform key stakeholders across multiple channels.

Tools to make magic

On the technical side, I have strong capabilities in Analytics, AdWords, Search Console, Sitecore, Salesforce Marketing Cloud, Vision6, MailChimp and more. I don't want to toot my own horn, but I'm also a bit of a wizard in project management tools like JIRA, Confluence, Trello and Asana.

I'm available to start from October 30 and am looking for a position that makes me excited to jump out of bed and take on the world. Here's hoping it will be with your team..

Looking forward to hearing from you,



Skye Dwyer

Experience.

ANZ

Marketing Specialist (Fixed Term Consultant) • July 2017 - October 2017

Embedded within a high-profile project team, my contract role at ANZ is to prepare and update key pieces of collateral for the next ANZ mobile app. I'm collaborating with stakeholders across the business (marketing, legal and beyond) to deliver a seamless experience for new and existing customers when the project launches.

Goodlife Health Clubs

Digital Marketing Executive • February 2016 - June 2017

As Digital Marketing Executive I bridged the gap between development, IT and marketing. Working closely with the marketing team, I brought campaigns to life on site. I also collaborated with external partners to develop new digital products to increase lead-generation, drive sales and improve retention.

Absolute Board Co

Database and Online Promotions Manager • May 2015 - December 2015

At Absolute Board Co I was responsible for the acquisition of subscribers for Penny Skateboards, Z-Flex Skateboards and Uppercut Deluxe. I executed strategies that resulted in the global B2C database increasing by 28%. I also led eCommerce campaigns in three regions and multiple languages.

Cutting Edge

Marketing Coordinator • April 2014 - May 2015

Cutting Edge gave me practical experience in retention marketing, with a focus on reinforcing brand position and creating tools that fostered client relationships. It was an exciting time to be part of the team; I project managed a fresh rebrand and website build.

Next Byte

Marketing Coordinator • August 2011 - April 2014

Working as part of a small team in an extremely competitive retail segment, this position evolved significantly over time. I connected the dots between stores and head office to deliver tactical promotions, above the line campaigns, internal communications and local events.

Vivid Store

Marketing Coordinator • December 2009 - August 2011

Vivid was a great place for me to learn how to engage with the youth market. Reporting to the CEO and working alongside the General Manager, I was responsible for marketing two physical stores, two online stores and a distribution agency that wholesaled high-demand brands to retailers.

Extras.

Capabilities

Skills to pay the bills

Working in a variety of roles has taught me a lot - including what types of hats suit me! I've found that I particularly enjoy campaign and project management, as well as data-driven responsibilities like analytics and email marketing. I am a self-initiated learner so am constantly on the lookout for new skills and channels to adopt.

Education

Always learning

QUT Bachelor of Business (Advertising and Marketing)
Google Partners Google Analytics Certification • Advanced Google Analytics
Facebook Blueprint (All courses) • Google Digital Garage (All modules)
Hubspot Academy Content Marketing Certification

References

Straight from the source

Jay Baikie • Marketing Manager (Goodlife) • 0422 275 354
Jessica Hyem • Communications Manager (Goodlife) • 0412 623 746
Emma Lamkin • Brand Manager (Penny Skateboards) • 0413 591 975
Nic Harman • Marketing Director (Cutting Edge) • 0400 108 895

Tools

How I make magic

I'm proficient in Google tools such as Analytics, AdWords and Search Console. My experience in email marketing and content management means I know my way around a number of platforms (including Sitecore, Salesforce and more). I also am confident in JIRA, Confluence, Trello and Asana!

Process

Break it down

It's important find a process that works for you when kicking off a project or campaign. I utilise the same simple approach for all of my work to keep it on track and under control. My process is to strategise and plan, then execute and share, before finally analysing and improving.

Folio

Seeing is believing

Sometimes it's easier to see someone's work than read about it. Feel free to head my website to see examples of my work. If you'd like to see what I can do I'd be happy to participate in a theoretical case study or practical test as part of an application process.

THANK YOU