

KELSEY CRYAN

DIGITAL MARKETING SPECIALIST | ACCOUNT MANAGEMENT | MARKETING STRATEGY AND OPERATIONS

CONTACT

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🌐 <https://www.kelseyecryan.com/>

📍 Sydney, NSW

🇦🇺 Australian Permanent Resident

SKILLS

- Digital project management
- Team management, recruitment and training
- Branding
- Content Management Systems (CMS) - WordPress, Joomla, Contensis, SilverStripe, SquareSpace
- Email direct marketing - MailChimp, MelonMail, BrandMail
- Social media - Organic and paid social strategies (Facebook Business Manager, LinkedIn Ads Manager)
- SEM and SEO - Google ads and Bing ads
- Community growth and management - Facebook, Instagram, YouTube, X, LinkedIn
- Copywriting and proofreading
- Reporting - Google GA4 and GoogleData Studio
- CRM - Microsoft Dynamics
- Other platforms and tools - SEMRush, HootSuite, SproutSocial, AgoraPulse, HotJar, Google Tag Manager, Google Analytics, Google Locker Studio, JotForm, GravityForm, ThankQ, Microsoft Suite.

EDUCATION

BSc Management with Marketing

Royal Holloway, University of London

First Class Honors

PROFILE

Experienced Digital Marketing Specialist with 8+ years of experience leading digital marketing campaigns and developing strategies for B2B and B2C clients. Previous management experience leading a team of 7 digital professionals in-house, and more recently becoming a freelance specialist.

EXPERIENCE

Freelance Digital Specialist

Remote

Oct 2023 – Now

Working alongside SMEs to support with Marketing strategies, branding, and indirect and direct marketing operations.

- Branding - contributing to the development and refinement of brand strategy and creative direction, including brand guideline development and brand audits
- Strategy - ideated creative campaigns and new growth strategies
- Planned and executed all digital marketing, including SEO, paid search, paid social, organic social, email, strategic partnerships and reporting
- Acquisition - accelerating sales pipeline by driving customer acquisition, retention, and ultimately revenue through a variety of inbound and outbound marketing tactics for B2B and B2C audiences.

Team Leader, Digital Operations

Wesley Mission, Sydney AUS

Oct 2018 – Oct 2023

Leading the Digital team and managing the digital strategy of Wesley Mission between December 2021 and September 2023.

- Project management - ongoing management and optimisation of key business digital projects (e.g. website redevelopment), content strategies across all digital channels, SEO management, and implementation
- KPI reporting - providing quality stewardship, including regular reporting, across the allocation of activities and resources to support the delivery of Wesley Marketing and fundraising services within agreed KPIs
- Team management - team recruitment, training and development, creating a team culture of openness, resilience and trust to align with achieving goals of the wider marketing team
- Vendor management - working with digital agencies and partners on a campaign basis, project owning Request For Quote processes and vendor selection, in particular for web redevelopment, SEM support, and new digital platforms
- Stakeholder digital workshops - hosting persona mapping workshops and digital campaign planning sprints with stakeholders to support digital activity and strategies to achieve KPIs.

Milestones -

- Moved Foster Care recruitment and engagement activity to completely digital, introducing a continuous always-on paid social campaigns, CRM integration, PPC, and sophisticated email journey, resulting in 62% increase in lead generation
- Increased business buy-in and trust of digital marketing tools, with \$200K increase in digital advertising commitment across portfolios between 2022-2023, inclusive of Meta, YouTube, Google, and livestreaming platforms.

Role progression at Wesley Mission:

Digital Content and Knowledge Officer May 2021 – Dec 2021

Digital Marketing Officer Apr 2019 – May 2021

Digital Lead - Crisis Management secondment Mar 2020 – Jul 2020

Content Producer (Contract) Oct 2018 – Nov 2018 & Jan 2019 – Apr 2019

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REFERENCES

Maja Anevska

Team Leader, Digital Operations
Wesley Mission

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✉️ maja.Anevska@wesleymission.org.au

Angeline Nicholas

(Previous) Specialist Manager
Wesley Mission

📞 0416 118 911

HOBBIES

I have a true passion and love for health and fitness. Running was a big part of my 2023, from joining the 440 Run Club weekly, to running my first marathon in the Gold Coast. Running was a great way to be part of local community groups and to grow friendships.

Pilates is another big love of mine, and in 2023 I took it to the next level and become a certified mat and reformer pilates instructor.

Anything that involves movement and personal fitness goals I completely adore.

ADDITIONAL QUALIFICATIONS

- First Aid HLTAID011 Certificate
- Leading with Emotional Intelligence (AIB)
- Google Ads (Display/Search/Video) Certified
- Cert III & IV Personal Trainer

EXPERIENCE

Communications and Content Producer (Contract)

HammondCare, Sydney AUS Dec 2017 – Aug 2018 & Nov 2018 – Dec 2018

Two contracts at HammondCare, firstly as a Communications and Content Producer focusing on print and digital content, and secondly, returning as a Digital Manager and supporting the Studio and Design Managers role simultaneously.

- Project management – managing end-to-end marketing projects from internal client briefs through to project sign-off
- Copywriting and proofreading – writing for external and internal audiences, creating digital and print copy including news and blog stories, brochures and promotional collateral, and web updates
- Web development and CMS management – managing a new website build with an external web development agency and undertaking content migrating from Adobe Business Catalyst to Joomla CMS system
- Managing internal and external designers – coordinating the design team and managing workflows
- Supplier relationships – working with an array of external suppliers to coordinate printing, merchandising and invoicing payments.

Milestones -

- Secured 73% of all ticket sales to International Dementia Conference via digital advertising across paid and organic digital strategies, with a large focus on lead-gen campaigns on Facebook and Google
- Project owned the new website migration and development, with in-depth stakeholder liaising and review processes
- Grew social channels collectively by 39% within 10 months.

Internal Communications Officer

Royal Holloway, University of London, UK

Jul 2016 – Mar 2017

Managing a portfolio of clients including Professional Services and Student Services, building relationships, and achieving their internal communication needs through targeted and captivating campaigns

- Content creation - creating targeted content to reach students and staff through social media, email marketing and YouTube videos to disseminate University communication. Channels used include Facebook, Twitter, Instagram, Snapchat, MailChimp and website posting
- Digital copywriting - writing engaging for a wide range of audiences and building networks to surface, share, and celebrate success stories and achievements
- Intranet content migration and building - migrating from WordPress to Contensis CMS system, and managing the build of two new intranets for staff and students
- Filming and editing videos - using Adobe Premiere Pro for campaign and messaging support on a weekly basis.

Milestones -

- Increased intranet traffic by 57% through content creation of blogs, articles, user-generated content and CTR from redesigned weekly email communications
- Grew Snapchat users by 72%, and created channel-specific content strategies aligning with brand guidelines and tone of voice.