

MELANIE SMITH

Creating business growth through marketing programs that work from the inside out.

MARKETING & COMMUNICATIONS CONSULTANT

Dynamic Marketing Expert offering a track record of success leading innovative marketing and communication projects in both the public and private sectors. Multi-dimensional marketing experience with a reputation for first-class commercial instincts and an unwavering belief in the power of marketing to build unity and shared vision. Exceptional business development capabilities with experience in the effective application of multi-million dollar marketing budgets.

“Melanie’s expertise has left a significant footprint within this business. She has been instrumental to our success.”

B. Macavery – Smart Toll

VALUE OFFERED

- Marketing / Communications Strategy
- Brand Architecture
- Campaign Management
- Budgets / Forecasting / Tendering
- Media Relations Management
- Market Positioning / Research
- Corporate Communications
- Change Management
- Stakeholder / Project Management

CAREER HIGHLIGHTS

As Motorways Inc.’s Senior Marketing Consultant drove strategic direction of the Smart-toll brand development including the 2006 ‘Fast Track’ campaign that tripled annual sales.

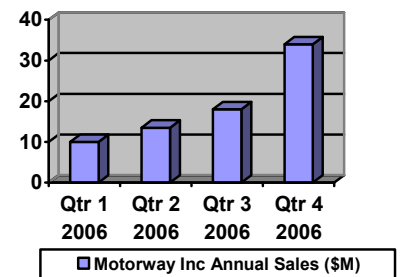
Led the State Traffic Authority’s Marketing and Communications Directorate and road safety marketing budget of \$20 million. Launched and led award-winning campaign ‘Night Vision’.

Managed the roll-out of the Vision and Guiding Principles project across all divisions of Concrete Ltd. Credited with securing unprecedented levels of staff engagement and morale.

Headhunted to operate as Senior Communications Manager for Carlson Advertising nurturing their largest client and its \$18M annual account portfolio.

Appointed Senior Account Manager and entrusted with sole charge of the Sydney Office for advertising giant PRS Advertising following merger with Carlson Advertising.

Led multiple award-winning campaigns including Radio First National Award; National Direct Marketing Award; ABC Silver Integrated Project Award; and ABC Bronze Award.



CAREER SNAPSHOT

2006 – present Senior Marketing and Communication Consultant – MOTORWAYS INC. *(long term contract)*

2005 – 2006 Project Manager, Communications – CONCRETE LTD

2002 – 2004 Marketing Manager – STATE TRAFFIC AUTHORITY

2002 – 2003 Project Manager, Loyalty – AAA MOTORING & SERVICES

2000 – 2001 Advertising and Promotions Manager – AAA INSURANCE NZ LTD

1998 – 2000 Senior Account Manager – PRS ADVERTISING

1996 – 1998 Senior Communications Manager – CARLSON ADVERTISING

PROFESSIONAL EXPERIENCE

Senior Marketing Consultant - MOTORWAYS INC., *Australia*

2006 - present

With the challenge of raising the performance of Motorway's greenfield marketing operations during a period of turbulent change was credited with the evolution of the division and its transition from an ad-hoc operation to a sophisticated and accountable business unit. Heralded for contributions to brand architecture and marketing that tripled sales and offered millions in fresh revenues.

- **Brand Development:** Pioneered strategic direction of the Smart-toll brand including its highly successful 'Fast Track' campaign which led to millions of dollars in increased revenues with sales tripling over the last year.
- **Change:** Actively drove cultural change internally to reposition marketing as valued and centralised function, building credibility through cross-functional initiatives that supported divisional needs.
- **E-marketing:** Overhauled ad-hoc e-commerce strategy to introduce strategic marketing foundation including sourcing, strategy and launch of the Smart-toll website which now boasts 40% of all Smart-toll sales.
- **Campaign Development:** Spearheaded highly successful 'Slow down for Safety' campaign utilising toll collectors as talent and 'making of' special to unify internal communications messages at grassroots level.
- **Brand Strategy:** Developed the brand and transition strategy for the multi-million dollar free-flow tolling project and was instrumental in the product development of casual user products yet to be announced to the general public.
- **Strategy:** Developed advertising, sponsorship and sales strategies and introduced multiple new initiatives including 1300 smart-toll number, Fresco sponsorship arrangement and call centre incentive program that lifted sales 30%.

Communications Project Manager - CONCRETE PTY LTD, *Australia*

2005 – 2006

Headhunted to offer communications expertise during large-scale internal change management program for this innovative world-class company. In concert with the HR Manager devised and supported overarching strategy aimed at delivering change from the inside out via promotion of the company Vision, Identity and Guiding Principles. Through internal media delivered exceptional communications results that saw employees visibly engaged in support of the company vision and values.

- **Change:** Spearheaded the roll out of the new Vision and Guiding Principles working in concert with management and staff across all divisions to ensure activities supported unified application and uptake of the business's new identity.
- **Publications:** Overhauled the company's quarterly magazine 'Vision' to see it change from publication with limited interest to highly read vehicle showcasing staff embracement of company vision. Produced key performance indicators for future editions ensuring continued success.
- **Procedure:** Developed processes and standard communications guidelines to ensure consistent messages and compliance with corporate communications objectives.

Marketing Manager – STATE TRAFFIC AUTHORITY, *Australia*

2002 - 2004

Crucial relief contract as Road Safety Marketing Manager within the Communications and Corporate Relations Directorate. Managing marketing budget of \$20M and team of six led in development and implementation of integrated marketing and communications programs in alignment with key road safety objectives. Recognised for driving dramatic improvements to divisional performance through pioneering accountability frameworks that saw the department get better return on investment.

- **Campaigns:** Oversaw launch of multiple campaigns including the highly recognised 'Night Vision' campaign along with Heavy Vehicle Seat Belt, Pedestrian Safety and Urban Speeding campaigns.
- **Remuneration:** Identified and mitigated deficiencies with agency remuneration structures, restructuring contracts with all 3 agencies and exploring alternative marketing approaches that saved money and delivered better scope of results.
- **Finance:** Instrumental in implementation of a divisional financial tracking system that allowed improved campaign accountability and budgetary control. System still in use and now expanded organisation-wide.
- **Direct Marketing:** Introduced direct marketing into above-the-line project receiving strong anecdotal feedback from industry and research results backing it as highly successful campaign.

PROJECT COMMENTS

Melanie was a dynamic professional that sought constant challenges and was looking to make her next move in her career.

Melanie was not initially sure what she wanted to do next and was unsure how to present herself to the marketplace and consequently before starting the project I engaged with her in extensive consultation to really help her hone in on what makes her 'tick'.

Within this we examined numerous job advertisements to see what the elements were in each position that captured her interest and we also reviewed her past roles and personality profiling tools to analyse her core strengths and weaknesses. Through this it quickly became evident that project marketing was what she enjoyed most. It allowed her the freedom to continually move on to fresh challenges whilst still rewarding her financially for her skills and expertise. It also showed her strong commitment to using marketing and communication to build internal unity and foster "inside out" (as she called it) marketing using staff as marketing ambassadors.

To develop her résumé with this in mind I:

Utilised the front page to operate as a marketing profile of Melanie showcasing her expertise leading marketing projects at the strategic level. To do this I incorporated a header and opening profile to summarise her core offerings and then bolstered this through a career snapshot, highlights of her career and project accomplishments and a high impact testimonial quote from a past employer. This all gave verifiable accountability to her opening claims and set a strong scene for consistent project achievement across her career and value to her past employers.

On the second page I overviewed her relevant past employment. In each I gave a sharp 3-4 line snapshot of the challenges she faced in each position and her success followed by a number of key accomplishments in each role relevant to the types of roles she was applying for.

Results: Melanie received strong results with her resume and is currently in a project role heading a team of 16 for one of Australia's largest transport infrastructure providers during period of wide-scale organisational restructure.

(Spelling is Australian. The paper size has been adjusted from A4 to letter for your convenience.)