



Name **Laura Angela Campbell**
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Work Status Dual Australian/United Kingdom citizenship. Authorised to work in the UK

PROFILE Dynamic marketing and PR graduate with over six years varied industry experience, specialising in entertainment, arts and multimedia sectors.

Confident and creative employee who delivers superior communications, internally and externally. Has experience and a desire to integrate new technologies, popular culture and e-marketing with traditional communication methods, to make an impact on target markets.

Proven ability to work independently, using initiative and time management to get the job done – on time and on budget.

MISSION To work for a dynamic company that will provide opportunities to “live and learn” in a fast-paced environment, working on a variety of challenging projects alongside motivated employees and mentors.

Ideally the agency will work with corporate brands and/or manage sponsors who are interested in delivering their message via popular culture such as live music festivals, innovative multimedia campaigns and celebrity endorsement.

EDUCATION

2004 **AUSTRALIAN DIRECT MARKETING ASSOCIATION, BRISBANE QLD AUSTRALIA**
Certificate in eMarketing, graduated with Distinction

1998 – 2002 **QUEENSLAND UNIVERSITY OF TECHNOLOGY, BRISBANE, QLD AUSTRALIA**
Bachelor of Business (Extended Marketing major & Public Relations minor)
GPA: 5.77, graduated with Distinction

CAREER EXPERIENCE

MAY 2004 – APRIL 2006 **AUSTRALIA ZOO / STEVE IRWIN**
INTERNATIONAL MARKETING & PR MANAGER
E-MARKETING MANAGER
ASSISTANT MARKETING MANAGER

Key Responsibilities:

INTERNATIONAL MARKETING & PR MANAGER

- Development, implementation and analysis of international PR and marketing strategies for Australia Zoo and The Crocodile Hunter brands, and sub-brands
- Extensive international travel to implement marketing/media strategies, meet with tourism partners, conduct product launches and updates, hold and manage media calls, and write, develop and negotiate business and rate contracts
- Management of Steve Irwin's involvement in Australia Zoo. Promotions, media calls and day-to-day commitment to the Zoo including scheduling, script writing and representation and presentations at events and meetings with Steve Irwin
- Proactively seek positive domestic and international PR opportunities and coordinate the exposure from establishing media relationships through to release
- Evaluation of PR campaigns and exposure on the dimensions of quantity, quality, and cost/benefit
- Writing of general and targeted media releases, alerts, magazine articles, editorial and awards submissions. Development of online content for PR campaigns



CAREER EXPERIENCE

E-MARKETING MANAGER

- Development of online content for 6 online brands including writing and developing e-newsletters for visitors, corporate sponsors, marketing/tourism contacts and media contacts. Development and implementation of online marketing strategy, incorporating SEM (search engine marketing) and SEO (search engine optimisation)
- Planning and development of online experience for varied target markets. Working to create a "Steve Irwin" experience in the online space, using gaming, retail, blogs, web cams, interviews
- Tracking of on and offline visitor numbers, online shop sales, and reporting on statistics and their impact on budgets

ASSISTANT MARKETING MANAGER

- Manage committed team members, including mentoring and providing marketing and communication advice internally
- Planning and control of marketing spend and budgeting for advertising, international travel, international consumer and trade events and general marketing budget

Highlight:

Brand management and development for one of Australia's largest icons, Steve Irwin. Diversity of roles developed heightened flexibility, superior time management and problem solving skills.

OCT 2002 – MAY 2004

QUEENSLAND MUSEUM SOUTH BANK MARKETING & EVENTS COORDINATOR

Key Responsibilities:

- Assist Marketing Manager with development and implementation of marketing strategy, including marketing communication, collateral and promotional activities
- Develop, implement and evaluate local and regional media strategies including writing and distributing weekly media listings, and handling media inquires. Preparation of copy for targeted communications incl. educators, youth, & seniors in brochures, editorial, media releases and online
- Planning, coordination & management of internal and external corporate events, from booking to event management
- Maintenance and promotion of loyalty program (incl. Kids' Club) - creation of quarterly newsletter, maintenance of database, & budget management

Highlight:

Conducting market research for Australia's newest Sciencentre, opened Sept 2004

DEC 2001 – SEPT 2002

WORDWERX PUBLIC RELATIONS PUBLIC RELATIONS & EVENTS COORDINATOR

Key Responsibilities:

- Communication and relationship management with clients, media and sponsors
- Creation of strategic media plans; planning and buying of media space. Write creative and informative media releases to promote events. Creation of comprehensive distribution lists targeting media sources. Liaise with media to receive favourable coverage & a strongly branded image for clients and events
- Development and implementation of effective communications for each client/sponsors target public (eg. database maintenance, website uploads, e-marketing). Written reporting to clients on effectiveness of media campaigns and event summaries
- Coordination of regular client seminars and events (monthly breakfasts through to annual state conferences)

Highlight:

Co-ordinating 2002 Marketing & Communications Conference, Gold Coast



JULY 2002 (INTERNSHIP)
VARIOUS CONTRACTS FROM
1999 - 2004

Key Responsibilities:

CHANNEL [V] – FOXTEL
MARKETING & PROMOTIONS ASSISTANT

- Provide support to Marketing Manager and Music Director
- Liaising with key suppliers/partners: media to establish prime media placement and merchandise suppliers to secure quality materials within budget and on time
- Creation of databases and distribution lists targeting key media to promote upcoming events; establish media files to track media coverage for promotions and sponsors
- Distribution of media releases to key media and peer influencers; liaise with media to establish prime media placement
- Assistant producer/floor manager for live and pre-record TV shows and touring artist profiles

Highlight:

Assisting in the pre-tour coordination, and working as a production assistant on the "Music Bus" tour - live music TV shows broadcast from a bus travelling around Australia

FEB 2001 – JULY 2001

Key Responsibilities:

TRANSCONTINENTAL HOTEL, BRISBANE
MARKETING & PROMOTIONS ASSISTANT

- Assist in the development and execution of the Hotel's promotional marketing activities including the design and coordination of quality promotional print material
- Active participant in the creation of a new image for the hotel, and tailored branding to appeal to desired target market. Implementing market research and analysing target market to effectively tailor new concepts to increase patronage and loyalty
- Creation and maintenance of hotel database, built from targeted membership drive
- Maintenance of website and creation of monthly online broadcasts

Highlight:

Working within diverse team to create a new image for the Hotel, and using marketing to change consumer perceptions

PROFESSIONAL SKILLS

COMMUNICATIONS

- Writing clear, structured communications strategies for specific target audiences including high quality internal and external communications
- Experience in designing, writing and implementing (on and offline):
 - Advertising and advertorial material
 - Media releases, alerts, biographies, image libraries
 - Reports including annual reports, project and budget reports
 - Bids, tenders, grant applications and submissions
- Consistency and experience in proof reading all forms of copy

INTERNATIONAL COMMUNICATIONS

Development and implementation of international marketing and media strategies, with consideration for cross-cultural sensitivities and market forces

CORPORATE IDENTITY & BRANDING

- Development and maintenance of company identity across all material and activity, including use of trademarks and trade names
- Experience in developing brands for new and existing markets
- Experience in re-launch of brands, and re-segmentation of markets

e-MARKETING

- Development and maintenance of targeted e-marketing communications: corporate websites, e-newsletters, intranet communications
- Experience in creating online commerce systems, with usability and functionality at the forefront of design, including mediation of focus groups

SPONSORSHIP AND EVENTS

- Research, planning, budgeting, implementation, support and review of events and sponsorship including hands-on participation
- Experience in project management of live events

STRATEGIC PLANNING/ INTEGRATED CAMPAIGNS

Development and implementation of strategic marketing plans and integrated PR campaigns



RELATIONSHIPS

- Experience in working with media, and developing relationships to maximise positive media exposure
- Experience in working with directors and production teams for delivery of television, radio and print advertisements

IT SKILLS

HIGHLY PROFICIENT:

PROFICIENT:

- Microsoft Office suite inc. 2003 and XP versions – Word, Excel, Access, Publisher, PowerPoint, Outlook, E-mail
- Paint Shop Pro, Adobe PageMaker, Adobe Acrobat, Dreamweaver

PERSONAL QUALITIES

*ALL SKILLS LISTED ARE DELIVERED
TO A HIGH STANDARD*

- Motivated and enthusiastic
- Creative and expressive
- Ability to prioritise and sense of initiative
- Results/action/detail oriented
- Autonomous worker with proactive team approach
- Ability to quickly familiarise with relevant media, contacts, content and industry issues; good news sense
- Flexibility and stamina when working in a pressured and changing environment
- Desire to learn
- Willing to travel, domestically and internationally
- Confidentiality and diplomacy
- Professional presentation

REFEREES

TERRI IRWIN

Owner/Director

AUSTRALIA ZOO

Glass House Mountains Tourist Drive,
BEERWAH QLD 4519

AUSTRALIA

(other details provided on request)

SARAH PERROTT

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