

BENTELFER

MARKETING AND COMMUNICATIONS EXPERT

WORK EXPERIENCE

COMMUNICATIONS MANAGER

PetPack | Melbourne, Australia | Aug 2017 - June 2023

PetPack works with veterinary practices in Australia and New Zealand to strengthen engagement with their clients to facilitate business growth, client loyalty and achieve better animal health outcomes.

As the Communications Manager at PetPack, I was responsible for the execution of the organisation's core communications services, ensuring my team consistently delivered high-quality, targeted B2C and B2B content across a range of digital channels.

Responsibilities

- Implementing engagement campaigns and initiatives in alignment with PetPack's wider brand and communications strategy.
- The production of high-quality content for EDMs, articles, blog posts, social media, advertising, presentations, media releases and a wide range of other publications and communications - on-time and optimised for maximum audience engagement.
- Utilising data from email, social and website analytics tools to determine optimal performance outcomes, evaluate risks and guide ongoing improvements to ensure engagement goals are met.
- Advising or coaching staff on engagement strategies to strengthen team skills and achieve high-quality, best-practice communications.
- Creating, developing and implementing customised marketing campaigns for vet practice clients, including prospective customer analysis, job quoting, copywriting and graphic design.
- Management of the day-to-day activities of the Communications Team, engineering a complex monthly schedule to ensure that all content delivery deadlines for 400+ individual clients are met.
- Responsively working to create and deliver PetPack's animal care content for email newsletters, articles, blog posts, social media and more - on time and optimised for maximum client engagement.
- Sourcing, assessing, hiring, acting as editor for, and managing PetPack's network of specialised writers and content contributors.

DETAILS

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- 🇳🇵 New Zealand & UK Citizen

ABOUT ME

Born and raised in the Waikato, I have nearly 15 years of experience in marketing/communications roles across Australia and Aotearoa New Zealand, giving me a broad, flexible set of skills and specialities.

View my professional portfolio at bentelfer.com/portfolio.

EDUCATION

BACHELOR OF COMMUNICATION

Waikato Institute of Technology,
School of Media Arts
2004 - 2006

NATIONAL DIPLOMA OF JOURNALISM

Waikato Institute of Technology,
School of Media Arts
2007

- Production of PetPack's VetNews email sent to 1,600 veterinary professionals each week, including creating both written and graphical content.
- Production of business consulting reports, online assessments and marketing plans for our veterinary practice clients.
- Creation and implementation of PetPack's external marketing to potential clients and the broader veterinary industry, including brand optimisation and growth, the planning and implementation of marketing messaging and selection of industry advertising avenues, copywriting and graphic design for new campaigns and liaising with industry partners around joint marketing ventures.

PROGRAM MANAGER

Achievers | Melbourne, Australia | Sep 2016 - Aug 2017

Achievers (known as Solterbeck during my employment) work with businesses to achieve better engagement, productivity and performance from their employees, offering internal recognition programs and integrating company goals with personal achievement.

As a Program Manager at Achievers, I oversaw the day-to-day activities of Optus' internal recognition and reward programs. I worked closely with the Optus team and the internal Achievers teams to create a holistic marketing strategy for their diverse program-base.

Responsibilities

- Day-to-day management of the Beyond Yes website built on Joomla, a central hub for a four-tiered rewards program at Optus featuring integrated graphics, topical blogs, engaging video content and satisfaction and progress surveys.
- Working closely with external marketing agencies, video production houses, merchandise suppliers and Optus to realise their multi-channel marketing strategy.
- Regular analytics reporting for clients utilising Google Analytics and the organisation's bulk mailing provider, Campaign Monitor.
- Copywriting and design briefs for regular EDMs, blogs, brochures, direct mail and tactile marketing items.

MARKETING MANAGER

Smart Loyalty | Hamilton, New Zealand | Jan 2015 - Mar 2016

MARKETING COORDINATOR

Smart Loyalty | Hamilton, New Zealand | Oct 2013 - Dec 2014

Smart Loyalty is Australasia's leading B2B loyalty programme and solutions provider.

As Marketing Manager, I oversaw several successful campaigns for the

SKILLS

End-to-end management of targeted campaigns

Development and implementation of marketing strategies

Execution of thousands of successful email, social media and direct mail communications

Experience with Google Analytics

8+ years of experience managing small teams

Excellent relationship-building skills across communities

Extensive copywriting and editing background, covering a wide range of digital and print channels

Intermediate graphic design skills

ADDITIONAL EXPERIENCE

Extensive experience with multiple CRM systems

Experience with Adobe Design Suite and Canva

Extensive knowledge of bulk email services and online survey platforms

Comprehensive knowledge of social media marketing, including paid ads

Experience with SEO and SEM tools

Former News Editor for the Australian Veterinary Journal

company and its principal business partners - including Chevron, Caltex and Ford Motor Company. Under my leadership, the joint Marketing and Design teams achieved higher efficiency, quality and innovation levels.

Responsibilities

- Development of the company's marketing strategy and schedule for the year, encompassing a mix of digital, print and in-store marketing, promotional campaigns and a complete rebrand.
- Complete end-to-end management for digital and print marketing campaigns for the company and its business partners, driving revenue via its rewards programmes, e-commerce store and regular promotional offerings.
- Development and implementation of marketing material for new proprietary 'incentive' loyalty programmes for clients, including branding and the creation of marketing collateral, EDMs and web assets.
- Organisation, delegation and oversight of the 5-person joint Marketing and Design teams.
- Management and development of key external relationships with business partners, marketing agencies, print houses, product suppliers and internal stakeholders.

ONLINE CONTENT COORDINATOR

Consumer NZ | Wellington, New Zealand | May 2008 - Oct 2013

Consumer is New Zealand's non-profit consumer advocacy organisation, and publisher of 'Consumer' magazine.

A published journalist in national and regional New Zealand newspapers

REFEREES

Referees are available upon request.