

# BROOKE LOGAN

Marketing | Communications | Branding | Advertising | Social media | Public Relations | Digital

## PROFILE

A strategic and creative, results-oriented marketing expert with a passion for marketing and an ability to think both conceptually and analytically. A skilled communicator and organiser with expertise relating to strategic planning, branding and advertising, communications, digital, project management, public relations and event management.

## SKILLS AND ABILITIES

- Experienced in marketing for SMEs and also larger companies, both unlisted and listed
- Familiar with the regulatory environment, including the Corporations act, ASIC and the ASX
- Marketing concepts and strategies
- Brand development and advertising
- Public Relations and digital
- Technical and practical application skills
- Highly organised and motivated
- Excellent communication skills
- Eye for detail as a writer and proof-reader
- Database segmentation and analysis
- Computer skills include Microsoft Word, PowerPoint, Excel, Canva, Access, Publisher, Photoshop, Microsoft Dynamics, Pagemaker, Filemaker, Dreamweaver, Media Disk, Komodo eDM, Campaign Manager, Mailchimp, Wix and many more

## EXPERIENCE SUMMARY

- Strategic and operational marketing and communications initiatives
- Marketing Plans
- Branding and rebranding
- Competitor analysis
- Weekly newsletter content and distribution
- Performance Reports
- Facts Sheets
- Collateral distribution – eDMs and hard copies
- Event management
- Media management
- Shareholder communications
- Website maintenance
- Social media management
- System efficiencies and structural improvements
- Budget management
- Marketing, branding, communications and public relations strategy development and implementation
- Collaboration with Boards of Directors, CEOs and Business Development teams
- New product development and launches
- Internal strategic position reports and plans
- Production and printing/dissemination of annual financial reports, report to investors, product disclosure statements, distribution statements
- Charity Scheme collateral and management of communications and donations (over \$10m donated to charity)
- Advertising strategies, artwork creative, proofing and distribution
- Media buying, digital, SEO, programmatic and social media
- Writing and distributing media releases and monitoring media mentions
- Fostering and managing relationships with press and distributed media releases
- Website design and maintenance
- Event management, such as Annual General Meetings
- Managed sponsorships and other affiliations such as the Sydney Film Festival principal sponsorship and the Australian Chamber Orchestra Medici sponsorship
- Preparation and maintenance of annual marketing budget
- Due diligence and compliance reporting
- Development and execution of marketing strategies and public relations initiatives to increase corporate clients in the travel space
- Development and execution of tender templates
- Procuring sponsorship
- Representing companies to media, as well as public speaking regarding products and services at events
- Media training
- Visitation programs
- Monitoring sales

## **I HAVE WORKED WITH WONDERFUL PEOPLE AT AMAZING COMPANIES, INCLUDING:**

### **Newport Public School P&C Association**

President | CMO

### **The Brilliant Content Agency**

Content writer

### **BoomData Pty Ltd**

Marketing Manager

### **Glennon Capital Limited**

Marketing Director

### **Arthur Global**

Marketing Executive

### **Hunter Hall International Limited**

Marketing, Communications and Media Manager

Deputy Chairman of Charity Scheme

### **Unitours World Travel**

Marketing Manager

### **Gateway Credit Union**

Marketing Coordinator

### **Rigelsford Jensen & Co**

Marketing Manager | Legal Assistant

### **Breakaway International**

Director

### **Michael Edgley International**

Advertising and Publicity Manager (Asian Tour)

Advance Publicist and Tour Manager (Australian Tour)

### **WIN Television**

Assistant Promotions and Sales Manager

Assistant News Director

### **Capital City Broadcasters (2CC and KIX 106FM)**

Promotions Assistant

### **Superflak Publicity and Promotions | Canberra Bass**

Publicist