






KATARINA FARKAS

MARKETING MANAGER | DIGITAL MARKETING SPECIALIST

CONTACT DETAILS

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RECENT CERTIFICATIONS

SheCodes

Front-end Development
2022-2023

Australian Institute of Management

Agile Fundamentals
2022

Digital Marketing Institute

Professional Diploma in Digital Marketing
2020

Certified Digital Strategy and Planning Specialist
2020

SKILLS

Project Management
Event Management
Continuous Improvement
Research & Analysis
Reporting & Monitoring
Leadership & Training
Communication & Negotiation
Attention to Detail
Problem Solving
Highly Organised
Reciting 90s Song Lyrics
Professional Quizmaster

PROFILE

In simple terms, I'm a *digital unicorn*. Strategic, analytical and solutions driven I have a diverse career supporting businesses to build capability and optimise performance through the implementation of digital business transformation projects and strategic marketing initiatives.

With over a decade-long career in digital marketing my key areas of expertise include website development and optimisation, user experience (UX) design, visual content creation, CRM management, email and marketing automation, social media advertising, graphic design, event coordination and project management.

PROFESSIONAL EXPERIENCE

National Marketing Manager

Maverick Campers & Caravans | March 2023 - Current

- Management of nationwide company and product promotion with specific focus on geotargetting around showroom locations in SA, QLD, WA & VIC.
- Execution of strategic Marketing Campaigns to boost brand awareness, lead generation and sales conversions:
 - New Product Launches
 - VIP Event Nights
 - Media / TV Appearances
- Creation of engaging branded content for social media contributing to significant month-on-month growth in followers across all platforms.
- Organisation of influencer generated content and collaboration with industry related businesses for mutual promotion.
 - Contract negotiation
 - Script / Angles writing and approvals
 - Production assistance on set at interstate filming location
- Sponsorship & Partnership management with various local sporting clubs - North Adelaide Football Club & Northlakes/Caboolture/Redcliffe Oztag.
- Optimisation and continual upkeep of company website including liasing with external web design agency for SEO management.
- Implementation and management of Google Ads and Paid Social campaigns.
- Engineer of a new Ambassador Program to reward loyal customers through a referral fee scheme.
- Design and maintenance of all Maverick branded product collateral in-house.
- Event organiser and promoter for local and interstate industry shows.

Digital Marketing Contractor

Skills Consulting Group (IMNZ & David Forman) | March 2022 – September 2022

- Executed the launch of Institute of Management NZ (IMNZ)'s new Microsoft Dynamics 365 Marketing Automation project:
 - Development of specific and targeted customer journeys and associated nurture emails
 - System testing and error diagnosis
 - Training of team members
- Maintained content and UX optimisation for IMNZ and David Forman NZ & AU e-commerce websites
- Production and distribution of weekly EDMs
- Creator, promoter and moderator for Zoom webinars
- Management of the social media accounts and paid campaigns

EXPERTISE

Digital Marketing

Strategy, Content Creation, SEO, Copywriting, Web Optimisation

Programming & Coding

HTML, CSS, JavaScript, React JS, Responsive, UI/UX Design, GitHub, VS Code, Node.js, Bootstrap, Figma

CMS Management

WordPress, Divi, Wild Apricot

SaaS, CRMs & ERPs

Microsoft Dynamics 365, Asana, ZOHO, SAP, MyDesktop

Google

Analytics, Ads, Looker Studio, Business Manager, Search Console, Merchant Centre

Microsoft

SharePoint, Project, Teams, Powerpoint, Excel, Word, OneDrive

Graphic Design

Adobe Indesign, Illustrator, Photoshop, Canva

Social Media Management

Meta Business Suite/Ads Manager, Facebook, Instagram, YouTube, LinkedIn, TikTok, Twitter

Newsletters (EDM)

Mailchimp, Campaign Monitor, Hubspot, ZOHO Campaigns

Automation Software

ClickFunnels, Zapier

Virtual Event Management

Cvent, Zoom Webinar & Meeting

GALLUP STRENGTHS



Strategic



Communication



Activator



Relator



Analytical

Employment references available on request

PROFESSIONAL EXPERIENCE (CONTINUED)

Digital Marketing Specialist

Infrastructure New Zealand | June 2020 – December 2021

- Responsible for INZ's website and CRM development and maintenance, EDM/Media Release generation and distribution, and social media management
- Project Manager for implementation of new Microsoft Dynamics 365 CRM and WordPress website:
 - Undertook solution discovery and selection of replacement membership management software and providers
 - Development of User Requirement Specifications to address organisational needs
 - Preparation of Business Case for board and management approval
 - Contract negotiation and ongoing liaison with solution provider
 - Collaboration with website developer on design, functionality and improving user experience and engagement
 - Execution of data cleansing and migration
 - Responsible for User Acceptance and Performance Verification Testing
 - Training of team members and production of user guides and procedures
- Event Marketing lead for annual national conferences 'Building Nations 2021' including the development of registration website, virtual/streaming platform, managing paid media advertising, LinkedIn campaign, delegate communications and reporting
- Development of conference management plan with Microsoft Project Liaison with external creative agencies for brand development and asset creation

Marketing & Design Coordinator

Celsius Property Group | January 2018 – October 2019

- Managed the design and maintenance of all company branded assets and inbound/outbound marketing initiatives across all departments – Sales, Rentals, Finance & Developments
- Primary liaison to external print & signage suppliers, design agencies, web developers and media providers with the provision of design concepts, briefs and finished art/copywriting
- Coordinated all prospecting and marketing requirements for residential sales agents and property listings including design & distribution of printed Quarterly Market Updates
- Executed the brand development and marketing strategy for multiple, simultaneous, new project development launches:
 - Senior leadership team management for all artwork reviews and approvals
 - Managed lead generation activities across radio broadcast, video, photography, print, digital, and social media
- Website management and analytics reporting for company and project sites
- Social Media management focussing on increasing reach & engagement through organic, paid & video content, achieving 211% & 413% increase in followers on Facebook & Instagram

Marketing Manager

Naked Real Estate | September 2016 – December 2017

- Led the design and distribution of all digital and printed marketing material
- Maintenance of Naked Real Estate & We Love Rentals non-WordPress websites
- Management of social media accounts for Naked Real Estate & We Love Rentals
- Daily management of local Community FB group, growing from 4000–5800 members, averaging 8600 monthly posts & comments
- Responsible for the copywriting of all Licensee listings
- Lead Sponsorship Co-ordinator for various community and sporting events