

# ROBERT (ROB) KEATING

## Content | Communications | Marketing

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### PROFESSIONAL SUMMARY

I bring extensive expertise in marketing and communications, spanning the full marketing mix. Known for my meticulous organisation and proactive approach, I am a collaborative team member and excel in coordinating diverse stakeholders and projects. Since 2020, I have leveraged my background to focus on communications, content creation, strategic planning, and project management.

#### SYSTEMS

- Multiple CMS & email marketing programs
- CRM, project management & automation tools.

#### SKILLS

- Trained copywriter
- Impeccable spelling & grammar, copyediting
- Content strategy, creation and management.

#### COMPETENCIES

- Adept at managing projects and stakeholders
- Great communication skills and a team player
- Methodical and organised.

### ACHIEVEMENTS

- **Managed all collateral requirements for the Tāmaki Makaurau Recovery Office**  
Set up systems and streamlined processes to manage flood relief requests at Auckland Council.
- **Set up and created an entirely new [content library](#)**  
Instrumental in creating a new initiative for Fisher & Paykel Technologies to attract overseas clients.
- **Successfully launched my own [copywriting business](#)**  
Created website, email, and promotional copy for a range of SME and corporate clients.

### EDUCATION & QUALIFICATIONS

#### Chartered Institute of Marketing (U.K.) Foundation Certificate in Marketing (2004)

Developed a solid foundation in marketing principles that kickstarted my marketing career.

#### Comprehensive Copywriting Academy (2020)

Gained specialist training and techniques for both copywriting and content writing.

### SNAPSHOT OF RECENT WORK EXPERIENCE

#### Communications & Content Creation

Auckland Council (Contract)	Sep 23 – Dec 23
Employers & Manufacturers Association (EMA) (Contract)	Feb 23 – Jun 23
Real Estate Institute of New Zealand (REINZ) (Contract)	Feb 23 – Apr 23

#### Content Marketing

Content Marketing Specialist – The BD Ladder (Contract)	Mar 21 – Feb 23
Content Manager – Fisher & Paykel Technologies (Contract)	Dec 21 – Dec 22
Copywriter & Content Marketing Specialist – Freelance	May 20 – Dec 21

#### Marketing & Events

RSM Global (Contract)	May 24 – Aug 24
Marketing Manager - World Expeditions	May 15 – Mar 20
Marketing Manager – Southpark Property Ltd (Contract)	May 14 – May 15
Marketing Executive – Working International Ltd (Contract)	Mar 14 – May 14
Partner Marketing Manager – Microsoft (Contract)	Jan 13 – Feb 14

## WORK EXPERIENCE

### **RSM | Marketing & Comms Executive**

**May 24 – Aug 24**

A multi-faceted, autonomous role working on mar/comms/content strategies and campaigns across three Auckland branches to help grow the RSM brand in NZ.

### **Auckland Council | Content & Comms Specialist**

**Sep 23 – Dec 23**

As part of a large contract-based Comms & Engagement team, my role was pivotal in efficiently creating and coordinating content and collateral, along with producing newsletter pieces, articles, and blog posts for the Tāmaki Makaurau Recovery Office. Due to the ever-changing disaster situation, the role required an agile, hands-on approach, ongoing liaison with community coordinators, and knowledge of media, government, and council response and activity.

### **Independent Contractor**

**Feb 23 – Sep 23**

- Employers and Manufacturers Association (EMA), flood & cyclone relief content/comms.
- The Real Estate Institute of New Zealand (REINZ), comms, magazine, website content.

### **The BD Ladder | Content Marketing Specialist**

**Mar 21 – Feb 23**

I worked with this business development and marketing consultancy to provide copywriting and content creation for professional services and B2B organisations.

- Creating a range of written and video content for professional services clients.
- Interviewing clients and specialists and constructing content from the results.

### **Fisher & Paykel Technologies | Content Manager**

**Dec 21 – Dec 22**

This contract role involved managing the content marketing strategy and implementing new content initiatives to boost engagement and foster partnerships in overseas B2B markets. Tasks included:

- Creating a library of 100+ pieces of content for online & comms distribution.
- Interviewing technical specialists and turning the findings into customer-based content.
- Creating, editing, and posting of video content.
- Content creation for a new website, working closely with a digital marketing manager.

### **Freelance Copywriter & Content Marketing Specialist**

**May 20 – Dec 21**

I set up my own business and worked with organisations of all sizes to determine marketing goals and create compelling copy and content that resonates with and engages target audiences. Examples of completed work are displayed on my website [here](#).

### **World Expeditions | Marketing Manager NZ**

**May 15 – Mar 20**

As New Zealand Marketing Manager, I was responsible for managing the marketing activity for two of 12 travel brands. I contributed to the continued growth of the product suite through targeted campaigns, partnerships, and events, all designed to maximize brand presence and attract a repeat client base.

### **Independent Contractor**

**Feb 14 – May 15**

- Southpark Property Ltd | Marketing Manager
- Working International Ltd | Marketing Executive
- I Want Orange | Event Production

### **Microsoft | Partner Marketing Manager**

**Jan 13 – Feb 14**

Key partner marketing role, responsible for the planning, execution and measurement of partner aligned marketing activities for Microsoft NZ, including communications, quarterly promotions and campaigns, and major partner events.

Further details on my full work history (prior to 2014), can be found on my [LinkedIn profile](#).