

Isabel Brown, Self-Motivated Digital Marketing Officer & Manager That Increases Profit Growth

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Freelance copywriter transitioning into marketing officer while completing Diploma of Business (Entrepreneurship) at Torrens University, to improve business profitability, operations and reduce lost sales.

Results-driven marketer with experience in persuasive messaging, marketing strategy, campaigns, websites, and content. Aligning brand voice with buyer psychology to refine positioning, increase engagement, and improve conversion. Built and managed a platform channel with 380+ followers and content, published 30+ articles, email marketing, 2+ email sequences, and brand management, and website daily traffic (14+ daily visits). Combines creative storytelling and strategic execution with business fundamentals while meeting deadlines. Career development goal towards a management or leadership role.

COMPETENCIES & SKILLS

Marketing Competencies

- Funnel Strategy, ICP & Mapped Customer Journeys.
- Inbound Marketing & Buyer Psychology.
- Market Research & Offer Positioning.
- SEO & Analytics.
- Copywriting Frameworks for Conversions (SEO Content, Sales Copy, Long-Form Articles).
- CRM, Segmentation, & Content Planning.
- Strategic Offer Positioning & Buyer Psychology.

Strategic & Operational Skills

- Project & Workflow Management.
- Cross-functional Collaboration & Client Onboarding.
- Stakeholder Alignment & Client Onboarding.
- Design, Storytelling & Persuasive Messaging.
- Research-Driven Content Execution.

MARKETING EXPERIENCE

Strategic Marketing Copywriter & Project Lead - Freelance, Adelaide, 2023 - Current

- Developed and executed multiple customer-centric marketing strategies focusing on business objectives, positioning refinement, full-funnel planning, and long-term brand engagement.
- Conducted audience research and applied buyer psychology insights to align messaging with target segments and business goals.
- Published content across health, wealth, and productivity niches, leveraging research-backed storytelling to drive engagement.
- Coordinated timelines to deliver on deadlines, while managing communication, briefs, and projects.
- Brand & marketing strategies, risk management practices, decision-making frameworks, problem-solving & critical thinking.
- Marketing campaigns (Mailchimp, ConvertKit), channels & content creation (LinkedIn & website-focused).
- Marketing funnel (cold outreach & organic content directed to a website via CTA).
- Project & information management (CRM, segmentation, file management, customer journey design).
- Analytics, market research & optimisation (offer refinement, market fit, positioning, value pricing).

Key Results:

- Executed a full-cycle marketing project for client goals, resulting in successful onboarding, testimonial and client satisfaction via cold outreach.
- Facilitates open communication across tools like ClickUp, Asana, Google Suits, Notion, Canva, and Excel and aligns objectives to streamline workflows and marketing efforts.

- Incorporate persuasion techniques, storytelling, copywriting frameworks (AIDA, PAS, 4Ps), and tools (ChatGPT, Excel) in core messaging.
- Manage social media channels, brand consistency and content (SEO & scheduling).
- Recalibrate messaging and CTA placements based on iterative testing using key metrics (engagement, conversion rate, etc), ICP and feedback to gain insights.
- Improved quality and consistency through scalable processes: tone guides, copy briefs, SOPs, project documents, and SEO-driven content calendars.

Supporting Evidence:

- [LinkedIn Articles: Written 30+ articles, 2024](#)
- [Published Website \(Samples Page\), 2024](#)
- [Project Overview & Copy Brief \(Living Artifact\), 2024](#)
- [Inbound Marketing Certified, HubSpot, 2024](#)
- [Google Project Management Professional Certificate, 2024](#)

“Isabel is a hard worker who strives to create the best work possible for her clients. She puts in the time and energy to do thorough research for SEO and topic, and it shows in the increased traffic and reader engagement her work creates.” - Lauren Littlewood (2023)

Other Experience: Hospitality (Leadership & Operations) - TIROS Restaurant, Melt Hyde Park, Penfold Magill Estate Kitchen, Joiners Arms Hotel, Adelaide, 2020 – 2023

- Oversaw kitchen operations in high-pressure environments, applying **multiple workflows, reliable execution to meet tight deadlines**. Applying **management principles** to maintain speed, quality, and consistent outcomes. 300+ dishes served in one service period.
- Fulfilling leadership needs. **Trained and coordinated** with team members, **delegated roles and streamlined communication** to ensure smooth execution under tight deadlines. Communicating effectively under pressure in a fast-paced environment.
- Maintained operational and safety standards, and applied **financial literacy to balance cost control with quality delivery** through daily planning and proactive resource management.
- Fostered a collaborative team environment and built **resilience under pressure** through emotional regulation and adaptive decision-making.

EDUCATION AND CERTIFICATIONS

Relevant:

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| • Torrens University, Australia, Diploma In Business (Entrepreneurship), 2025 (Ongoing) | • Social Media Certificate, HubSpot, 2025 |
| • Social Marketing II Certificate, HubSpot, 2025 | • Marketing & Communication Job Simulation, NSW Government, Forage, 2025 |
| • HubSpot Reporting Certificate, 2025 | • HubSpot Digital Marketing Certificate, 2025 |
| • HubSpot Email Marketing Certificate, 2025 | • Business Ethics, LinkedIn Learning, 2025 |
| • TAFE, Adelaide, Diploma In Hospitality Management, 2022 (Incomplete) | • Critical Thinking for Better Judgment and Decision Making, LinkedIn Learning, 2025 |
| • TAFE, Adelaide, Commercial Cookery Certificate IV, 2022 | • Write Your Way To Freedom by Sarah Turner, 2022 |
| • Copy Squad Bundle by Kyle Milligan, 2022 | • Google Project Management Certificate, 2024 |

Unique:

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| • Introduction to Concept Art, CDW Studio, 2021 | • WEA Adult Learning, Basic Japanese Language, 2021 |
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REFERENCES Larissa De Lopez, Employability Lecturer, 0481381882, Larissa.delopez@torrens.edu.au