



ABOUT ME

Born in Victoria, I moved north as a teenager and studied Chemical Engineering at UQ.

After graduating, I applied for work experience at a start-up company specialising in epoxy technology and was instantly excited by the challenge of helping a small business find its feet.

For over 20 years, my natural affinity with meaning and value was a driving force behind the company's ability to stand out in an industry dominated by multi-national manufacturers.

I am now looking for different opportunities to have an impact in areas that energise and allow me to use my strengths.

CONTACT

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HOBBIES

Enjoying time with my family
Australian Rules football
Reading & writing
Health & fitness

WAYDE GNIEL

EDUCATION

University of Queensland
1998-2001
Bachelor of Chemical Engineering

WORK EXPERIENCE

APOC Science - Business Operations & Marketing Advisor
2023-Present
Guiding start-up health supplement business through brand creation, e-commerce operation and investor funding.

WDG Writing - Owner
2022-Present
Freelance writing business specialising in creating content and copywriting material for small businesses with a technical edge.

Real World Epoxies - Part Owner, Technical & Operations Manager
2002-2023
Part owner of a small business that formulated and manufactured epoxy coatings to overcome common industry problems.

SKILLS

Working in small businesses has given me exposure to all facets of operation - from product creation to sales - and allowed me to develop competency in a wide range of software packages, such as:

- Microsoft Word, Excel
- MYOB, Xero
- Adobe InDesign, Photoshop
- CRM, e-commerce, social media platforms

Most importantly, my career to date has honed my personal values around loyalty, trust, perseverance, honesty and quality.

CERTIFICATION

- Blue Card (Working with Children)
- First Aid (HLTAID 009, 010, 011)
- NDIS Worker Orientation & Screening

FUTURE AMBITION

Having previously worked in and part-owned small businesses for over 20 years, I've got a strong desire to continue having a tangible impact – as both an asset for the team I work with, and with the customers they serve.

Although I have direct experience in everything from product design through to business development, the role of marketing and communications has provided the most enjoyment and success for me personally. While small, the businesses I've worked with have been able to compete strongly with multi-national companies, build 7-figure turnovers, and become acquisition targets by standing out with strong brands.

Additionally, my Chemical Engineering background has provided me with a strong grasp of chemistry, materials processing, and other technical aspects that enables me to convert complex subject matter into compelling and relatable marketing material; a skill I believe can be extremely valuable to many small businesses.

Some more specific examples of my work in the marketing and communications field include:

- Brand strategy and development for products and services used across all market segments, from residential through to industrial.
- Website development (CMS) – Design, content, news updates/blog posts, SEO, ecommerce.
- Email marketing campaigns – Direct to a database of thousands of clients grown from scratch.
- Press releases and feature article submissions for major industry magazines.
- Publication of two books available through Amazon and industry bodies.
- Designing and publishing marketing material with Adobe, e.g. brochures, videos, pamphlets etc.
- Technical documentation, e.g. technical data sheets, safety data sheets, charts, infographics.
- Content creation, production and management of social media channels and podcasts.
- Attending trade shows, seminars, and other networking events to exhibit and promote our products.
- Creating CPD presentations for architects/design professionals to increase product specification.
- Freelance writing for a Brisbane-based SEO specialist on a wide variety of topics. You can see a selection of examples on my writing website – www.wdgwriting.com.

In my most recent official role, I have called upon my skills in many of these areas to help a start-up ecommerce business discover their brand, generate initial revenue, and approach investors to seek venture capital for future growth.

Going forward, I am open to exploring any opportunities that allow me to use my unique blend of marketing expertise and business experience to benefit other small businesses.

Kind regards,

Wayde Gniel