

Experienced communications professional and content specialist with a broad skillset from agency and industry roles in health, education, HR, and more. Collaborative, energetic, and purpose-driven. Passionate about work that promotes healthier, happier communities.

Digital content portfolio: jonallen.journoportfolio.com

KEY SKILLS

- Print & Digital Copywriting
- Communications Strategy
- Client & Customer Service
- Digital Publishing & Design – WordPress, AEM, Squarespace
- Stakeholder Communications
- Stakeholder Engagement
- SEO Research & Optimisation
- Email Marketing – MailChimp, Campaign Monitor
- Social Media Marketing
- Insights & Analytics - GA
- Coding – HTML & CSS
- Adobe – Photoshop, InDesign, Premiere Pro

EXPERIENCE

Admissions Officer

May 2022 – Sept 2022

University of Melbourne (Casual)

- Preparing and assessing domestic and international applications for graduate programs.
- Interpreting and applying strict guidelines and procedures with confidential and sensitive information.
- Managing enquiries and resolving issues for internal and external stakeholders.

Content Writer

Aug 2021 – Feb 2022

Swinburne University

- Content development for webpages, course pages, brochures, social media, email, and digital ads.
- Project Management and stakeholder reporting and engagement, including leading discovery sessions.
- SEO research, writing and page optimisation to improve organic search results.
- Designing new webpage layouts with best-practice accessibility, UX and information architecture.

Content Specialist

Aug 2020 – Aug 2021

WorkPro (Freelance)

- Content production lead for digital B2B marketing campaigns and collateral.
- Copywriting for website, blog, e-books, social media, brochures and thought leadership pieces.
- Coordinating, writing, and distributing company newsletter and strategic email communications.
- Webpage design and authoring, including UX journey mapping and information architecture.

Freelance Communications Specialist

Apr 2016 – Aug 2021

Self-Employed

- Writing SEO-optimised web pages and blog posts that meet brand guidelines and accessibility standards.
- Reporting insights from Google Analytics and using data to recommend website enhancements.
- Developing content marketing plans and advising clients on digital marketing strategies.
- Designing and publishing webpages on CMS platforms including WordPress, Shopify, Sitecore and Drupal.

Copywriter

Jun 2019 – Feb 2020

HBK Agency (Fixed term contract)

- Copywriting for multi-channel campaigns including social media, web content, EDMs and blog posts.
- Developing content that adheres to strict brand guidelines, style guides, and tone of voice.
- Creating marketing collateral for brochures, posters, direct mail, and in-store advertising.

Marketing & Campaign Officer

Mar 2019 – Jun 2019

VicHealth (Fixed term contract)

- Planning, producing, and delivering email marketing for This Girl Can – Victoria campaign.
- Managing community marketing collateral requests from local councils and government stakeholders.
- Data analytics and reporting for community content publishing and email marketing.
- Writing webpages, blog posts, and media releases for social change campaigns.
- Photography, video production and graphic design for internal and external stakeholder communications.

Email Marketer

Aug 2018 – Feb 2019

Envato

- Designing, writing, and distributing market-leading email campaigns to 2 million subscribers.
- Analysing campaign data and optimising strategy to boost open rates, engagement and conversions.
- Planning and implementing automated email marketing in Campaign Monitor.

Marketing Manager (Acting)

Aug 2017 – Mar 2018

WorkPro (Fixed term contract)

- Briefing and coordinating activities of external suppliers, including digital marketing and content agencies.
- Copywriting and editing brochures, web content, social media, collateral and stakeholder communications.
- Measuring website traffic and optimising marketing and product resources to improve customer experience.
- Coordinating website rebuild and brand guidelines development for Australian and New Zealand markets.

Student Experience Coordinator

Mar 2015 – Jan 2016

Australian Institute of Business

- Using Survey Monkey to collect student insights and making recommendations to Executive Board.
- Advising stakeholders on process improvement for digital learning design and academic policy.
- Collating, preparing, and distributing investor reports on student experience and business performance.

Academic Services Officer

Aug 2012 – Jan 2015

RMIT University – Architecture & Design

- Phone, email and in-person service and support to students and stakeholders as primary course contact.
- Developing, writing, and distributing educational resources and communications to stakeholders.
- Planning and managing industry exhibitions & events with up to 100 international attendees.
- Coordinating student admission activities, including portfolio submissions, interviews, and selection.

EDUCATION

Mindfulness Teacher Training

2022

Happy Melon Studio

Feature Writing Course

2020

Australian Writer's Centre

Bachelor of Arts (International Studies)

2010 – 2012

The University of Adelaide
