

# MARIANELLA PICON

Marketing // UI/UX Designer // Service Designer

## ADDRESS

220a Toombul Road  
Northgate, Brisbane  
4013 QLD

## CONTACT

0404 764 825  
marianella.picon@gmail.com  
nellapicon.com



## EXPERIENCE

July 2021 – Present | Brisbane, QLD

### Head of Marketing

IMPERIAL JEWELLERY

March 2021 – July 2021 | Brisbane, QLD

### Digital Marketing Manager

FREELANCE WORK

Aug 2019 – March 2021 (1 year, 7 months) | Brisbane, QLD

### Marketing Manager

AVESTIX GROUP

Jan 2018 – Oct 2020 (2 years, 10 months) | Brisbane, QLD

### Marketing Manager / Business Developer

REEF POOLS AUSTRALIA - PART-TIME

Aug 2017 – Aug 2019 (2 years) | Brisbane, QLD

### Marketing Manager

TAFE QUEENSLAND

Aug 2013 – Aug 2017 (4 years) | Brisbane, QLD

### Senior Graphic Designer

TAFE QUEENSLAND

Feb 2013 – Aug 2013 (6 months) | Brisbane, QLD

### Senior Digital Designer

COX RAYNER

Aug 2011 – Nov 2012 (1 years, 4 months) | Brisbane, QLD

### Project Officer

DEPARTMENT OF TRANSPORT AND MAIN ROADS

Jun 2010 – Feb 2011 (9 months) | Brisbane, QLD

### Senior Graphic Designer

URBIS

Feb 2009 – Jul 2009 (4 months) | Brisbane, QLD

### Marketing Coordinator

MY W.E.D.

Sep 2008 – Feb 2009 (6 months) | Brisbane, QLD

### Marketing / Graphic Designer

ML DESIGN

Nov 2007 – Sep 2008 (11 months) | Brisbane, QLD

### Graphic Designer

DEICKE RICHARDS



## EDUCATION

2014 - 2016

### Master in Communication Design (Marketing)

RMIT UNIVERSITY, MELBOURNE

2013 - 2014

### Graduate Certificate in Business

MONASH UNIVERSITY, MELBOURNE

2008 - 2010

### Bachelor of Design

QUT, BRISBANE



## CERTIFICATIONS / COURSES

### Google Analytics Certification

Google, January 2023

### Google UX Design Specialization

Google, December 2022

### Content Marketing Certificate

ADMA, September 2019

### Digital Marketing Certificate

ADMA, September 2019

### Diploma of Project Management

TAFE Queensland, September 2016

### Facebook Business Expert

### Social & Digital Campaigns

### SEO + SEM planning

### Marketo User Level 1-3

### Salesforce CRM user

### EventsAir and more



## SKILLS OVERVIEW (ACROSS ALL POSITIONS)

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Teamwork & Leadership // Creative Thinker // Creative // Time Management  
Excellent Written and Communications Skills // Data Analysis // Attention to Detail  
Problem Solver // Collaborative // Marketing // Design // Dual Language Speaker



## MARKETING SKILLS

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Marketing Strategy & Implementation // Growth & Nurture Strategies // UI/UX Design  
Service Design & Blueprinting // Project Management // Scrum Agile Methodology  
Customer Journey Mapping // Data Analysis // CRO // Adquisition Funnel Strategy



## MARKETING SOFTWARE

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Metaverse // Google Ads // Certified Google Analytics // Salesforce MC // Datorama  
Marketo // Multiple CMS & CRM Softwares // Power BI // Google Data Studio



## SERVICE DESIGN SKILLS

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Customer Journey Mapping // Service & Business Blueprinting // Humam-Centred Principles  
Produc Design // Ideation, Design & Testing Prototypes // Roadmapping // Strategic Thinking



## PROJECT MANAGEMENT SKILLS

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Agile & Waterfall Methodology // Project Life Cycle // Change Management // Procurement  
Project Setup // Implementation // Testing // Scrum Expert



## UI/UX DESIGN SKILLS

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User research (Quantitative/Qualitative) // Wireframing // Usability studies // Prototyping  
Presentation // Miro // Figma // Adobe XD // CX Mapping



## ECOMMERCE SKILLS

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Certified Google Analytics Power User // WordPress // Woo-Commerce // Shopify  
Google Merchandise Store // Meta Catalog // Pinterest Merchant



## PUBLISHING SOFTWARE

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Adobe CC // Adobe XD // Figma // Adobe Photoshop // Adobe InDesign // Tableau  
Adobe Illustrator // Adobe Bridge // Miro // Canva // Microsoft // Basic HTML

**WORK EXPERIENCE****MANAGING DIRECTOR**

NP Marketing & Branding  
Aug 2010 - current  
Various Contracts  
Freelancing

**RESPONSIBILITIES**

- Creation of tactical and strategical marketing focusing on consumer acquisition for clients.
- Manage over 10 eCommerce brand websites front and back end, completing any required optimisation.
- Responsible for reviewing and optimising the end-to-end customer online user experience (UX).
- Manage website content for all websites through the use of a WordPress, Wix, Foursquare and CMS.
- Manage and coordinate ad-hoc content for proprietary brand websites, including blog content and copy.
- Experience with creation and implementation of digital campaigns and social marketing strategies.
- Google analytics, Google Shopping, Adwords, SEO, SEM, CRM.
- Advocate to brand management and guidelines for all brands, as well as proactive and reactive PR and media planning.
- Propose business/brand plans to increase digital consumer loyalty and increase brand awareness including competitions and promotions, loyalty programmes, and brand collaborations.
- Comfortable with reporting and establishing ROI from ABT-BTL campaigns.
- Skilled at building Social Media experiences and Email marketing EDM strategies.
- Excellent analytical and communications skills with a keen eye for detail.
- Experienced with CMS, eCommerce, Google Ads, Facebook Ads Manager and similar.
- 14+ years of experience in marketing, digital and print design.
- Oversee brand management and guidelines for all brands, as well as proactive build media relations.

**HEAD OF MARKETING**

Imperial Jewellery  
July 2021 - present

**PERSONAL INITIATIVES**

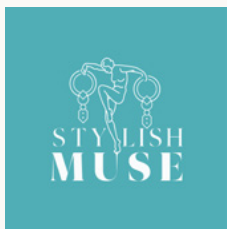
Setup marketing strategy and channels for a large product range.  
Drive marketing KPI and build brand awareness.

**ACHIEVEMENTS**

Website Improvements (UI/UX Shopify)  
Build IJGvaluations.com.au (UI/UX/WP)  
Build roxburys.com.au (UI/UX/WP)  
Google Shopping  
Nurture Strategies

**RESPONSIBILITIES**

- Drive the strategic planning and execution of projects and expansion to new ecommerce channels.
- Work closely with the CFO and Managing Director on strategy partnerships and core functions.
- Develop annual ABT-BTL activities and VIP events.
- Interpret sales outcomes and customer journeys, reporting data to guide and dictate Ecommerce and Digital strategies.
- Oversee and manage external contractors to guide and amplify campaigns.
- Manage multiple websites eco-systems to maintain, update and streamline internal & external efficiencies for all e-stores.
- Budget management to ensure healthy profitability - forecasting and actual for all marketing functions
- Achieve and deliver on business objectives, targets and KPI's

**MANAGING DIRECTOR/  
BUSINESS DEVELOPER****PERSONAL INITIATIVES**

Setup businesses and brands with a large product range.  
Became key market competitor within the target market  
Mobile App to expand CX

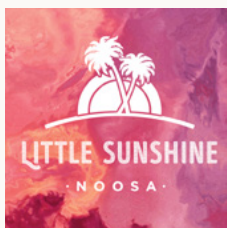
**ACHIEVEMENTS**

Business Website (UI/UX Shopify)  
Business Mobile App (UI/UX)  
Stable growth on the first quarter

Little Sunshine Noosa / Stylish Muse  
December 2020 - present

**RESPONSIBILITIES**

- Setup business
- Build and drive the business strategies including sales, supply chain, marketing, growth strategies.
- Expand the marketing channels
- Maintain over 4k in products (product management, content, seo, imagery)
- Manage suppliers and stock, coordinate deliveries
- Review and maximise CX and setup cross-sell and upsell strategies
- Actively review and design of the marketing technology stack.





## WORK EXPERIENCE



### MARKETING MANAGER

Avestix Group  
Aug 2019 - Mar 2021

#### PERSONAL INITIATIVES

Made improvements and re-development to all social media presence and website, including CRM and automation integrations. Supported group's companies as a business development manager building new opportunities and partnerships.

#### ACHIEVEMENTS

Avestix website  
Dakabin Crossing website  
eNJae Noosa Hub Marketplace

#### RESPONSIBILITIES

- Build and drive the marketing strategy across group companies and their the requirements.
- Expand the future marketing function, identifying the best team structure and talent to deliver the growing needs of the businesses.
- Collaborate across the organization, partnering directly with the C-suite to deliver the right strategies.
- Actively review and design of the marketing technology stack.
- Responsible for delivering company property development projects on time and budget ready for sale and lease.



### BUSINESS DEVELOPER/ MARKETING MANAGER

Reef Pools Australia  
Jan 2018 - Dec 2020  
Freelance

#### PERSONAL INITIATIVES

Developed a B2C multi-channel lead generation strategy with integration into sales funnel.  
Setup a Lead Scoring Strategy with top-of-funnel content nurture automation and re-marketing activities.

#### ACHIEVEMENTS

Increased sales 2017-18 by 40% YOY  
Development of tactical campaigns for a range of identified local priorities across Queensland.  
Service Design and business process optimisation.

#### RESPONSIBILITIES

- Develop growth strategies and plans by identifying and mapping business strengths for customer needs.
- Produce a commercialisation framework to improve processes while improving return over investments.
- Overview operational strategies to reduce costs while allocating sufficient resources.
- Support business in finance and accounting planning and management.
- Analyse and implement IT strategies and capabilities while understanding customer behaviour.
- Development, implementation and amplification of sales and marketing strategies and operational priorities.
- Manage and nurturing relationships with prospect and existing customers.



### MARKETING MANAGER

TAFE Queensland  
Aug 2017 - Aug 2019

#### PERSONAL INITIATIVES

Delivered of a new initiative of new trend for Google street view inside TAFE Queensland South Bank campus, with the opportunity of integration across owned channels and expansion to other campuses and regions. This strategy will increase international and domestic student experience and will influence on the decision making for courses that offer this service.

#### ACHIEVEMENTS

Launched of major program of "Sports Academy" by liaising with business leads and sport federations. Developed strategy, and channel-specific tactics including media, social media, content and branding.

#### RESPONSIBILITIES

- Development, implementation and execution of annual marketing plans for each team unit in collaboration with business leads and managers.
- Building strong, long-lasting partnerships with key stakeholders and other business units to maximise results while minimising duplication of efforts.
- Provide strategic advice on tactical activities and opportunities to generate leads and conversions.
- Development of marketing, planning and mapping, implementation and executions for events, making sure all approvals and relevant information has passed to business sponsors and managers.
- Content production for regional course brochures, nurture campaigns, faculty-driven events such as information sessions and activations.
- Development and execution of digital campaigns and print advertising activities, for 6 on-campus commercial facilities as a way to support the business needs.
- Conduct keyword research to develop content ideas for campaigns and outbound communication.
- Forecast, procure and monitor annual budgets designated to approved annual marketing plans.

**WORK EXPERIENCE****SENIOR GRAPHIC DESIGNER**

TAFE Queensland  
Aug 2013 - Aug 2017

**PERSONAL INITIATIVES**

Development of professional in-house photography services for marketing and advertising purposes to reduce outsourcing costs.

Develop procurement arrangements to setup vendor panels and maintain budgets of photographers (A\$60,000 YOY) and printing (A\$ 500,000 YOY).

**ACHIEVEMENTS**

Led the 2014 **TAFE Queensland re-brand and launch campaigns**. Coordinated and led more than **400 projects YOY** for digital, print and social media

**RESPONSIBILITIES**

- Design, develop and implement print and digital solutions cross a broad base of channels, interactive media and devices.
- Conceptualise, direct and execute industry leading creative solutions for our stakeholders and business partners according to Brand Guidelines & best practices.
- Develop content and campaigns to drive in-bound Leads via digital channels; Company website blogs, eDMs, Facebook, LinkedIn, YouTube, and paid campaigns.
- Event management – manage and plan in-house events and exhibitions. Gain sponsorship, manage budgets and promotion of the event to achieve company and sales objectives.
- Design with customer metrics, best practice and analytics at the centre.
- Ability to manage team's workload, prioritise tasks and manage demanding and passionate stakeholders as well as external suppliers.
- Manage, mentor and train of multi-discipline team.

**VARIOUS MARKETING AND GRAPHIC DESIGN ROLES**

Various organisations  
Nov 2007 - Aug 2013

**RESPONSIBILITIES**

- Manage and deliver successful campaigns through exceptional service and quality of execution.
- Pro-actively identify and address risks in workflow to maximise revenue.
- Coach and develop allocated remote team, providing first level support troubleshooting and quality assurance.
- Work closely with marketing teams to ensure consistent and timely product delivery.
- Work closely with key partners to develop and execute end-to-end data-driven digitally-led direct marketing activity to deliver the agreed marketing KPIs.
- Build and manage effective partnerships with the marketing team, strategic partners, marketing agencies & suppliers.
- Work with the Marketing, Sales and Commercial teams to develop and implement customer value propositions, product offers, and marketing strategies and channel plans, in close consultation with our business partners to drive customer growth across multiple channels (e.g. SEM, SEO, eDMs, social media and content marketing).
- Drive development of campaigns and marketing channel activity – consulting with key stakeholders to establish KPIs, prepare campaign briefs, set project plans, brief agencies, review creative and content & present recommendations.
- Drive implementation and optimisation of marketing activity – through day-to-day management of agencies, suppliers & partners, and by co-ordinating creative, production, data selections/extracts, stakeholder sign-offs and the continuous reporting of performance and optimisation.
- Ensure all campaigns are briefed into and supported by the operations teams.
- Look for new marketing channels, building fresh thinking and experimentation into our activities to improve business performance and efficiencies.
- Develop and maintain weekly and monthly reporting, providing data insights and commentary on marketing performance across all channels.