

DANIELLA LAURENZI

AMAMI CPM | AssocDegLaw | DipMktg | DipBus | DipMgmt | DipSocMedMktg

Senior Leadership Level Marketer with over 17 years' experience in Marketing, Brand, Event and Communications Management

✉ daniella78@gmail.com | ☎ 0402 39 39 78

COVER LETTER

My name is Daniella Laurenzi. I presently hold the role of 'Group Marketing Manager' for both Hydraulink Australia and Hydraulink New Zealand. I have **over 17 years' experience in Marketing, Brand, Event and Communication Management, with the past 11 years being at a Senior Leadership Level, with monthly reporting to the MD in AU, the CEO in NZ and the Board.** I am an experienced **marketer, manager, leadership team member, strategist, designer, communicator, and negotiator.** I am technically savvy and highly adept with Office, the Adobe Creative Suite and more. I am a reliable, hardworking professional, I lead by example and I strive for excellence in all that I do.

I am a talented, resourceful and **persuasive influencer, collaborator and asset** - with vast experience in all aspects of **marketing and senior leadership** roles, including, but not limited to; **management, digital and social** media marketing, **internal and external communications**, supplier liaison, development and **design** of all collateral, end to end **campaign** development and management, conference and **event** planning and management, **project management, product** knowledge, digital research, supplier sourcing, **negotiation**, stakeholder and resource management, Board **reporting**, conference and webinar **presenting, data, analytics, budgets**, measurement, ROI and more.

My current role (2017-present) as Group Marketing Manager for AU and NZ has me managing all aspects of marketing strategy, planning, budgets, Board reporting and resources for both countries. The business is a market leading supplier of hydraulic hose and fittings with over 400 service points throughout New Zealand, Australia, and the Asia Pacific region, operating within the key markets of construction, mining, agriculture, transport, forestry, the marine industry and a number of other industries involved in heavy plant and equipment.

For the 6 years prior to my current role, I was the National Marketing Manager of Nover - a company that is the largest Australian owned specialist supplier of products to the kitchen, joinery, cabinet making, shop fitting and furniture industries. Prior to these two most recent roles, which span the last 10+ years, I also worked for 2 years as the National Marketing Projects Coordinator for Breakthru Disability Employment & NDIS Support Providers and for 6 years as the National Marketing and Events Coordinator for Hettich AU and NZ - a leading international supplier in the kitchen and cabinet making industry.

Presently, daily tasks include marketing, promotions, communications, resource management, request fulfilment and relationship management of staff, suppliers, agencies and the networks throughout AU, NZ, the Pacific Islands and Europe. I am responsible for the overarching **strategy**, as well as **creative content, copywriting, concepts**, booking and decisions around print **advertising, promotions, presentations, training** documentation, **product** and marketing **launches, graphic design, content creation, communications, email marketing, website design, digital marketing, social media marketing, supplier liaisons and negotiations, Annual Distributor and Staff Conference Events** and more.

I recently managed the project of **launching all new websites** for both AU and NZ. It was very successful and has impressed stakeholders. I have already received very positive feedback and improved analytics results. For digital, I **manage the work of a 6-person digital marketing and graphic design agency** who assist me with my chosen **content, copy, design** and layout, back-end **SEO**, etc. I am an experienced **copywriter** and designer who can eloquently translate a concept into a detailed and easy to understand brief, as well as design and create artwork myself, if necessary, in **InDesign / Illustrator / Photoshop**.

I am excellent at developing, executing, managing and measuring campaigns, from inception to completion. I enjoy seeing everything come together, be rolled out, be engaged with and then assessing how it all performed, what went well, what could be improved for next time and what the learnings are from it that will help us achieve even better results next time.

I am unafraid of hard work, deadlines or multiple and varied tasks. I am confident in my abilities and have **strong experience, skills and academic qualifications in marketing, business and management.** I am an exceptional employee who has always received praise, recognition and excellent feedback. I have a **strength in marketing communications**, with the ability to expertly understand a brand, its market, how to best connect with the targets, what terminology, colloquialisms, target market appropriate terms, what tone of voice to use, etc.

I am **highly experienced in fast-paced, results-focused working environments** and am geared towards **results that benefit customers and the business alike.** I am able to be **flexible, I adapt quickly** and I can **lead a team to pivot** when goals change.

I believe my diverse and strong skillset, as well as my many years and breadth of experience will allow me to perform this role expertly and I would appreciate the opportunity to discuss it with you further. I can be contacted via phone or email - 0402 39 39 78 / daniella78@gmail.com

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KEY SKILLS

- Many years of experience - broad **generalist marketing skills** - including **design, advertising, PR, digital, print, catalogue, product management** and more
- **Outstanding written and verbal communication** with ability to master and express brand tone of voice
- **Strategic** specialist
- **Creative** with innovative and successful ideas
- Strong focus on **financials, data, measurements** and ROI
- Exceptional stakeholder relationship building and **relationship management** skills
- **Organised, reliable project manager**
- **Persuasive, clever, positive and warm influencer and collaborator**
- **Senior Leadership** Team level asset with experience presenting to stakeholders, customers, network, Board, conferences and webinars

SUMMARY

I am a highly motivated, qualified and enthusiastic Marketer with over 17 years' extensive experience in Marketing, Brand, Events and Communication Management at a Senior Leadership Team level. I am an expert generalist and a strategic specialist with a focus on financials, data and measurements.

I enjoy building and evolving a brand, mastering tone of voice, connecting with the target audience and creating positive experiences and results.

I am a dedicated, clever, bright and persuasive asset who thrives on creating successful campaigns, deftly managing projects and resources and delivering excellent results.

CAREER HISTORY

Group Marketing Manager - Australia and New Zealand

Hydraulink

2017 - Present

Daily, I manage the Marketing, Branding, Social Media, Digital, Events and Communication functions of the Hydraulink group throughout AU and NZ. I proactively manage overall marketing functions including brand management, print and digital marketing, strategy, measurements and budgets. I develop and deliver on marketing strategies and plans across all business areas to meet agreed organisational objectives to promote the business. Since beginning with Hydraulink I have successfully strengthened the brand image across both countries. I have built a stable of suppliers across PR, Digital Marketing, Design, Promotional and Advertising in order to focus on the overall strategy. I report to 2 managers - the MD of AU and the CEO of NZ, as well as a Board of Directors and receive consistent positive feedback on the achievements and developments that have occurred since I started. I have brought focus, strategy, direction and results to the business and am proud of the work I do and my achievements to date.

Key responsibilities

- **Strategic Marketing Leadership** for AU and NZ
- Development and execution of **annual marketing plans** for the whole organisation, including budgets and strategies
- Creation and management of internal and external **communications**
- **Event management** - international, national, regional and key account event co-ordination and management (including network conferences, opening events, sponsorship events, trade shows and more)

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EDUCATION

CERT IV IN LEADERSHIP AND MANAGEMENT

TAFE NSW
2018

DIPLOMA IN SOCIAL MEDIA MARKETING

SHAW RTO
2016

DIPLOMA OF MANAGEMENT

DEVELOPMENTAL RTO
2012

DIPLOMA OF BUSINESS

DEVELOPMENTAL RTO
2012

DIPLOMA OF MARKETING - WITH DISTINCTION

(Top of Year)
TAFE NSW
2010

MARKETING ESSENTIALS

AUSTRALIAN INSTITUTE OF MANAGEMENT
2006

ASSOCIATE DEGREE IN LAW

SOUTHERN CROSS UNIVERSITY
2003

- **Online and digital strategy**, creation and development
- **Content Creation** - Development, Distribution and Management of all Marketing collateral (brochures, flyers, catalogues, signage, etc)
- Sponsorship Management
- Active contribution as a member of the **Senior Leadership** and Strategic Management Team in both AU and NZ
- Establishment of strategic marketing and branding objectives to ensure share of market and profitability of wider products and services
- Preparation and presentation to management and Board of Marketing budgets, plans, strategies, etc for AU and NZ
- **Leadership, coaching and development** of marketing resources within the Group
- Market analysis of trends to recommend changes to marketing and business development strategies based on analysis and feedback
- Planning and overseeing the organisation's market advertising programs, merchandising policy, communications policies, product packaging, etc
- Working collaboratively with all key areas of the business (e.g. Sales & Service, Product Managers, Supply Chain Group, HR, Franchise Managers, etc) on development and **launch of new product and services, campaigns to grow sales, sales promotions, CRM campaigns (Zoho), recruitment campaigns**, etc
- Preparing and providing monthly marketing activity reports to Board and CEO's
- Effectively managing all external **advertising, media and PR** agencies
- Management of content, function and experience of the company **websites** and online presence for both AU and NZ
- Provide regular and **insightful information and advice** on marketing, brand and communications to assist in the making of strategic and operational decisions to maximise growth opportunities
- **SEO** campaign creation and management, in association with a certified AdWords agency
- **Social Media** and **Digital** advertising management - LinkedIn, Facebook, Instagram and YouTube, working with a digital agency
- Build and manage **effective relationships** with key internal and external stakeholders, including agency partners and suppliers

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INTERESTS

Reading
Meditation
Yoga
Self-development
Cooking
Eating Out
Discovering hidden gems in Sydney (bars, café's, art galleries, etc)

REFERENCES

Marija Vizintin
National Supply Chain
Manager, Nover
m.vizintin@nover.com.au
Phone on Request

Marli White
Executive Leader Business
Excellence, Vic Govt Dept
Families, Fairness and Housing
marli.white@dffh.vic.gov.au
Phone on Request

Kelli Gaffey
National Network Experience
Manager, Hydraulink
kelli.g@hydraulink.com.au
Phone on Request

National Marketing Manager

Nover & Co

2012 - 2017

Nover is one of Australia's largest, family-owned wholesale suppliers to the kitchen industry, cabinet makers, joiners and shop fitters. For 5 years I successfully performed the role of National Marketing Manager, undertaking all daily tasks associated with marketing, design, promotion, advertising, online presence, PR, social media, event management, project management, creation and management of collateral and more. I assisted to develop and strengthen the brand, create processes for efficient marketing practices, rebrand the business and create a stronger, more sophisticated and professional brand with cohesive and striking collateral.

Key responsibilities

- All tasks involved in the marketing of the company's brand and range of over 2,000 products in the Australian national market - including developing **marketing plans and strategies, creating advertising and promotion strategies and content, developing creative briefs**, booking and managing **advertising, merchandise, branding** and more
- Providing **marketing advice and support** to the Managing Director, Senior Executive Team and over 150 staff in 12 branches across NSW, QLD, ACT and VIC
- **Design, creation, distribution and management of all creative artwork and copy** for the organisation, nationally. This included all published advertisements, editorials, launch materials, bi-monthly trade offer publications, building and corporate signage, promotional flyers, sales support materials, various brochures and more - to the internal and external stakeholders, clients and business networks
- Creation, design, management and weekly updating of the company's **digital** mix - including website, socials and regular email marketing campaigns
- Organisation of all aspects of **trade shows, exhibitions and specifier events**, including controlling project timelines and deadlines, coordinating, sourcing and negotiating event flights and accommodation, design, selection and sourcing of all staff uniforms / branding, selection, negotiation, contract review and booking decision maker for all venues for functions, expo's, exhibitions, meetings, training sessions and team dinners, etc
- Preparation of all **presentations, marketing materials, order forms, newsletters, flyers, promotional gifts, working models and documentation** for monthly channel Sales Cycles (channels include Trade, Retail, Project Business, Distributor/B2B, Architectural, Designer, Student)

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TESTIMONIALS

"Daniella is a **marketing extraordinaire** with an abundance of ideas and experience, she is definitely my **"go-to girl" for all things marketing!**" - Mitchell, HR Manager

"I find Daniella to be **highly professional, helpful, and a pleasure to deal with**. She is positive and an **expert in her field** - results driven, **multi-talented** and excellent at **providing creative input and insights**. I would highly recommend Daniella - she would make a **great asset to any organisation.**" - Jason L, Director-Owner

"Daniella has been a true asset, providing **exceptional assistance, problem solving and consultation** which has been critical in **accomplishing sensational end products and results**. She consistently **provides insight reflective of a skilled and knowledgeable professional in her field.**" - Marli W, Executive Leader Business Excellence

"Daniella **manages a multitude of tasks under time pressure while at the same time remaining calm and measured in her approach**. She has the ability to **multitask and prioritise over a large spectrum of marketing related activities.**" - Henrik S, Executive Marketing and Category Manager

"I worked with Daniella for three and half years. Her **attention to detail and strategic planning** made all the difference. She has **self-drive, making sure key deadlines were always achieved at a very professional level.**" - Leanne C, Showroom Manager

- Liaison and negotiation with advertising suppliers
- Preparation and management of **annual marketing budgets**
- Management of marketing material distribution to all stakeholders
- Managing effective **relationships** with staff and suppliers in the business' 12 branches throughout NSW, ACT, VIC and QLD, resellers in SA, WA, NT and Fiji, suppliers in Australia, NZ, Spain, Italy, China, Singapore, Japan, advertising and creative agencies
- Monitoring and management of all **brand** representation internally and externally - including **print, online, vehicle signage, office and showroom signage, expos, events**, marketing materials and use of logo in co-branded materials
- Coordination and development of marketing activities - including branch specific and **national campaigns**, as well as regular large **promotions** and regular **digital campaigns**
- Design, development and maintenance of **website, intranet and electronic communications** and content
- **Management of external suppliers** - including promotional goods suppliers and graphic agency staff - to ensure a high impact and relevant execution of the brand and our promotional objectives
- Manage the planning, reporting and **budgeting** requirements of the marketing function and identify budget leveraging opportunities
- **Critically evaluate** the impact of the marketing, digital and communications function against the objectives of the business
- Ensuring the marketing and communications strategies are understood and adhered to across the business and that brand standards are maintained for all marketing materials
- **Project management** and completion of the company's 756 page catalogue every 24 months. This catalogue contained over 4,000 items

OTHER ROLES

National Marketing and Events Coordinator
Hettich AU and NZ, Sep 2005 - Mar 2010

National Marketing Projects Coordinator
Break Thru People Solutions, Mar 2010 - Feb 2012

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