

Katie Whittaker

Collingwood,
Melbourne
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EXPERIENCE

Digital Communications Specialist *Diabetes Victoria, Melbourne*

MAR 2020 - PRESENT

Manage the development of key targeted digital communications; providing strategic direction and content creation for eDM, website, podcast, SMS, social media, blog and other communications to support multiple departments.

Marketing Coordinator *Australian Physiotherapy Association, Camberwell*

FEB 2019 - MAR 2020

Managed company wide marketing briefs which involved stakeholder management, campaign management, copywriting and asset creation for social media, web, email marketing and print.

Managed key web development projects including building new conference websites and maintaining corporate and consumer websites. Duties involved running project sprints for three web developers and graphic designer, content writing, UX/UI design and functionality. Relaunched podcast channel; recorded, produced and directed over 15 podcasts.

Member Communications Coordinator *Australian Physiotherapy Association, Camberwell*

FEB 2018 - FEB 2019

Managed eCommunications from copywriting, html formatting and template designs to complex targeting and personalisation. Other duties involved copywriting and content creation for social media.

Coordinated 4 month membership campaign including artwork with external designers, videographers, printers and mailhouse.

Communications Coordinator & Lead Receptionist *Complete Sports Care, Hawthorn*

SEPT 2016 - FEB 2018

Content creation for social media, eCommunications, web and mobile booking app Managed development of new clinic website.

Clinical Myotherapist *NaturallyU, Richmond*

NOV 2014 - APRIL 2016

Performed myotherapy treatments for musculoskeletal injuries. Self-employed; managed own diary, bookings, payments. Effectively grew client base through strong communication and time management skills.

EDUCATION

Swinburne University of Technology – *Masters of Media and Communications*

JUL 2017 - PRESENT (part-time, night classes)

Southern School of Natural Therapies – *Bachelor of Health Science – Clinical Myotherapy*

FEB 2010 - DEC 2013

TECHNICAL SKILLS

HTML for email and web

Project Management: JIRA,
Trello, Kanban

Adobe: InDesign, Illustrator, XD,
Photoshop

CMS: Orchestra, Drupal, WordPress,
Elementor, Wix

CRM: Salesforce, iMIS, Aptify

Google Analytics: reporting & basic
SEO

Email marketing platforms:
Marketing Cloud, Eloqua, Informz,
MailChimp

Microsoft Office suite: Word,
Powerpoint, Excel

REFERENCES

Contact details available upon request

Jane Kneebone
Media and External Relations
Manager at Diabetes Victoria

Simon Khuu
Previous Membership Manager at
Australian Physiotherapy Association