

MELANIE CARPENTER

07523 019 350 • melanie@melcarpenter.com • <https://melcarpenter.com>
Nationality: Australian • Location: London, UK • Visa Status: Spousal Visa

INTERNATIONAL MARKETING AND COMMUNICATIONS

Global Experience | Digital | Marketing | Communications | Public Relations

Marketing and communications professional with over 15 years of experience across Australia, London and the Middle East. Having worked on both client-side and agency-side, I have managed teams and accounts in various industries, including financial services technology, public policy, education and luxury automotive. I hold a Bachelor of Commerce (in Marketing and Management), and a Professional Diploma in Digital Marketing.

Professional Experience

MC Marketing and Communications

October 2016 – To Date; London, UK and prev. Doha, Qatar

I started my marketing and communications consultancy in October 2016, working with a number of SMEs across a variety of industries, primarily on digital marketing and website/SEO projects.

My main client at present is the International Schools Partnership, a global organisation of 34 schools, consulting on their marketing and digital marketing projects in the Middle East, including content marketing, website design, SEO and audit, social media, digital campaigns and general marketing collateral. To date I have completed three website audits and 'makeovers' (with new content and SEO), and one new websites, with another currently in development. Collateral I have produced includes school prospectuses, brochures, fact sheets, social media content and print ads.

Key Responsibilities:

- Website design, development and SEO, including content development and copywriting.
- Digital marketing - PPC (Google AdWords and landing pages), social media campaigns, digital display advertising, email marketing, and general support around clients' online activities.
- Public relations and communications.
- Branding and graphic design (online and offline).
- Act (voluntarily) as Paws Rescue Qatar's Marketing and Communications Advisor, with a primary focus on their PR and digital marketing initiatives.

Seven Media, PR & Media Relations Director

October 2011 – June 2016; Abu Dhabi, UAE

Seven Media is a communications agency servicing the leisure, entertainment, sport, and public policy sectors, with over 60 staff and some of the largest accounts in the Middle East.

Key Responsibilities:

- Account Director for three years for the Abu Dhabi Urban Planning Council (UPC), managing a team of five people across the account.
- Account Manager for McLaren Automotive and Le Royal Meridien Abu Dhabi for two years.
- Other accounts included Qasr Al Hosn Festival, Yas Marina Circuit, Abu Dhabi Awards, The Galleria Mall, and the Abu Dhabi Media Summit (all Abu Dhabi Government).
- Client management, campaign project management and PR planning.
- Content development – articles, storylines, press releases, editorial, statements, presentations, speeches, and social media.
- Media relations/press outreach and media event management.
- Social media management.
- Reporting - PR coverage and analysis, social media analysis, PR activity reporting.

Maternity Leave

Sept 2010 - Sept 2011; London, UK and Abu Dhabi, UAE

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Fidessa, Buy-side Marketing Manager

July 2004 - Sept 2010; London, UK

Fidessa is the leading supplier of multi-asset trading, compliance, market data and connectivity technology solutions for financial services firms. Headquartered in London and listed on the London Stock Exchange, it is a FTSE 250 company. As at 31 Dec 2010, it operated from 14 offices across four continents, with 1588 staff producing £262 million revenue.

I managed the global marketing and communications function for the division servicing institutional asset managers and hedge funds (the buy-side), (previously LatentZero before the Fidessa acquisition in 2007), managing a team of three (one direct, two indirect) reports.

Key Achievements and Responsibilities:

- In the time I was working at Fidessa, the buy-side client base grew from approximately 35 to 250, PR and communications efforts were increased by at least 50%, and conference attendance by 50%.
- I was a key stakeholder in the rebrand project. Working closely with our branding agency, I managed the complete redesign of the corporate identity, positioning, and all supporting marketing collateral.
- Marketing strategy, planning, reporting and budget management (global and by individual project).
- Design, copywriting and production of company and product marketing collateral and website content.
- Public relations, client communications and internal communications.
- Event management - exhibitions and conferences, product launches and client appreciation events.
- Digital marketing - email campaigns, social media, SEO, online PR.
- Consultant/analyst relations, and client and competitor knowledge programs.
- Business development – worked with the sales team on new business proposals and presentations.

KWI, Marketing Executive

June 2003 - June 2004; London, UK

KWI is a global software company specialising in the development of energy trading and risk management financial software for power, oil and gas utilities and trading desks that trade in these commodities.

Universal Music International, Data Compliance Manager

April 2002 - May 2003; London, UK

Fundi Software/ SignIQ, Marketing Executive

June 1997- March 2002; Perth, Australia

Business Internet Services, Marketing Assistant

July 1996 - June 1997; Perth, Australia

Education

Digital Marketing Institute (Ireland) – Professional Diploma in Digital Marketing

March 2017

Murdoch University (Australia) – Bachelor of Commerce (Marketing & Management)

December 1999

Digital Skills

- **Digital marketing tools:** Email marketing (MailChimp, iContact etc.), SEO, social media (Facebook, Instagram, Twitter, LinkedIn, YouTube), Google Analytics, AdWords/PPC, Search Console.
- **Graphic design applications:** Adobe Creative Suite (PhotoShop, Illustrator, InDesign, Acrobat PDF Writer); I am not a graphic designer, but can manage ongoing design requirements after initial design creation.
- **Website design and management:** WordPress, DreamWeaver, CMSs, basic HTML coding.
- **CRM:** Previous experience in Goldmine and Salesforce, and in early 2019, will be trained in HubSpot.