

# MELANIE CARPENTER

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Nationality: Australian • Location: London, UK • Visa Status: Spousal Visa

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## INTERNATIONAL MARKETING AND COMMUNICATIONS

Global Experience | Digital | Marketing | Communications | Public Relations

An all-round marketing, digital 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, hospitality and education. I hold a Bachelor of Commerce (in Marketing and Management) and a Professional Diploma in Digital Marketing.

### Professional Experience

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#### Spark & Fuse

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

Spark & Fuse works with start-ups and SMEs across a variety of industries, primarily on digital marketing projects (website design and development, SEO, content development, and digital lead generation campaigns), as well as branding and graphic design projects.

My main client at present is the International Schools Partnership, a global organisation of 45 schools, working on their marketing and digital marketing projects in the Middle East and Europe, including website design and development, SEO, social media, digital lead generation campaigns, content management, and marketing collateral design and copywriting (including prospectuses and brochures).

#### *Key Responsibilities:*

- Website design, development and SEO, including content management and copywriting.
- Digital marketing - Google Ad campaigns 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).

#### Seven Media, PR & Media Relations Director

**October 2011 – June 2016; Abu Dhabi, UAE**

Seven Media is a communications agency servicing the leisure, hospitality, 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 management – articles, storylines, press releases, editorial, case studies, presentations, award submissions, speeches and social media campaign content.
- Media relations/press outreach and media event management.
- Social media management – Facebook, Instagram and LinkedIn campaigns.
- Reporting - PR coverage and analysis, social media analysis and 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 (including PR agency management), client communications and internal communications.
- Event management - exhibitions and conferences, seminars, product launches and client events.
- Digital marketing - email campaigns, social media, SEO and online PR.
- Consultant/analyst/client relations and competitor knowledge programs.
- Business development – worked closely 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**

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

*March 2017*

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

*December 1999*

## **Digital Skills**

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- **Digital marketing tools:** Email marketing (MailChimp, iContact etc.), SEO, social media (Facebook, Instagram, Twitter, LinkedIn, YouTube), Google Analytics, Google Ads/PPC, Google Search Console.
- **Graphic design applications:** Adobe Creative Suite (PhotoShop, Illustrator, InDesign); I am not a graphic designer, but I can manage ongoing design requirements after initial design creation.
- **Website design and management:** WordPress, DreamWeaver, CMSs, basic HTML coding.
- **CRM:** Goldmine and Salesforce, currently working towards Hubspot certification.