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It takes skill to develop engaging communications and content. When messages are delivered clearly, in an interesting form, with powerful meaning – we absorb the information and crave more. Anyone can write a webpage, report or social media post. But will it be understood? Will the reader notice the message?

Sometimes it takes a fresh eye to present concise information, tailored specifically for the audience.

I have over 16 years of experience in copywriting, web design and management, social media content and advertising, corporate communications, proofreading and project management.

I'm here to help take your next project from basic to brilliant.

ABOUT ELIZA

In a nutshell	I have over 16 years' experience in corporate marketing and communications. Put it to your good use.
Qualifications	Bachelor of Journalism Bachelor of Laws
Based in	Sydney, NSW
Proficient in	Adobe Creative Suite, Office365, Wordpress and other leading CMS, Meta Business Suite, Google apps (Analytics, Data Studio, Search Console and more), and a plethora of other online tools like Mangools and Yoast for SEO, Mailchimp and Campaign Monitor, project management widgets and more.
Interests	Bushwalking, gardening, cooking, photography, music

WORK HISTORY

- | Articulate This | Director | 2017 – current |
|--|-----------------|-----------------------|
| <ul style="list-style-type: none">▪ Provide a diverse set of businesses with marketing and communications expertise.▪ Create content for a wide variety of materials, including marketing collateral, websites and social media, business reports, grant applications and policy/program documentation.▪ Social media content management, regularly publishing interesting and informative content and providing reports on audience engagement.▪ Develop business websites and online stores, liaising with a web developer if required, and provide ongoing management and content updates.▪ Oversee search engine optimisation, analyse website traffic and report on user behaviour and engagement.▪ Proofreading and editing support for a range of written documents.▪ Create comprehensive marketing materials, including online newsletters and EDMs, brochures, presentations, business reports and flyers as required.▪ Manage digital resources, provide photo editing services and optimise images for any format.▪ Manage print production, source promotional items and investigate other suppliers as required. | | |

- | St Peter's Girls' School | Communications Manager | 2016 – 2017 |
|--|-------------------------------|--------------------|
| <ul style="list-style-type: none">▪ Lead the development of quality publications and communications materials as part of the Development Office, which is responsible for marketing, communications, Foundation affairs and fundraising, alumni, community relations and public relations.▪ Oversee all internal and external communications materials for the school, implementing an annual communications and public relations activity plan.▪ Supervise production of the school's weekly online newsletter, as well as a variety of special interest monthly and fortnightly newsletters and EDMs.▪ Oversee production of the annual school magazine, biannual Saints Alive community magazine and other annual publications as required, as well as marketing collateral.▪ Develop online communications channels, including the external website, internal portal and social media accounts.▪ Manage key suppliers, including graphic designers, copywriters, printers, photographers and web developers, to ensure successful projects are delivered on time. | | |

Key achievements:

- Successful launch of the school's prospectus, The Power of Why, combining stunning visuals and compelling copy to engage prospective families.
- Direct two full website redesigns, including working with developers, writing content and devising new navigation structures.

- | St Peter's Girls' School | Marketing and Communications Coordinator | 2013 – 2015 |
|--|---|--------------------|
| <ul style="list-style-type: none">▪ Produce a variety of branded marketing and communications collateral including handbooks, brochures, posters and flyers, as requested by school departments.▪ Contribute to and support the school's marketing, public relations and communications activities. Prepare and proofread electronic and printed communications.▪ Maintain the school's website and social media presence, and report on website engagement.▪ Assist the Director of Development with database management and reporting, as well as fundraising activities. | | |

Key achievement:

- Redesign of biannual magazine, Saints Alive, to provide a dynamic new look and better connect with the school's alumni community.

SA Road Runners Club

Marketing and Communications Officer

2012 – 2013

Part time contract:

- Develop and implement comprehensive marketing plans for events and membership.
- Generate online newsletters and communications items for members and race participants.
- Regularly update the club website and social media accounts, and report on all activities.
- Generate sponsorship opportunities and liaise with sponsors on an ongoing basis.

Abbotsleigh

Publications Manager

2009 – 2012

- Develop and implement an annual communications plan, project manage and oversee production of a variety of collateral for parents, students, staff, alumni, donors and other groups, ranging from flyers and invitations, to a prospectus, yearbook and magazine.
- Manage the graphic design team, oversee publications priorities and ensure work is completed to a high standard within deadline.
- Liaise with digital and offset printing suppliers, oversee printing budget.
- Coordinate submissions and manage deadlines for the annual report, school magazines, yearbooks and other publications. Edit the school's online newsletter and update the website, particularly with news, photos and press releases.
- Prepare compelling media releases and direct professional photo and video shoots.
- After moving to Adelaide, I was appointed Publications Consultant for nine months to project manage several key publications, continue editing the school's online newsletter, and mentor and support the incoming Publications Manager.

Key achievement:

- Successful production of a commemorative 160-page, award-winning photographic history book, Threads Through Time.

Courier Newspapers

Sub Editor

2006 – 2009

- Senior member of sub editing team, producing seven weekly titles, including the Wentworth Courier, Central, 9TO5 and Northside.
- Supervise and give direction to other sub editors, design front covers, lay out pages, edit and proofread articles, check facts and legal implications, write headlines and captions, select pictures, and communicate with editors, reporters and photographers.

Retail Media

Sub Editor

2005 – 2006

- Only sub editor in small production team, producing eight magazine titles.
- Update company website and also submit two of the magazines to an external website for online republication.
- Implement systems to ensure each page follows a formal approvals process.

EDUCATION

Bachelor of Laws/Journalism double degree

2001 – 2005

Queensland University of Technology, Brisbane
GPA 5.35

Year 12 Senior Certificate

1995 – 2000

St Peter's Lutheran College, Brisbane
Overall Position 4