



Hi there... I am a seasoned digital marketer with 9+ years of experience developing and implementing strategies focused on website optimisation, social media campaigns and content management systems.

Passionate about delivering effective marketing solutions that positively impact business outcomes, I have experience in

communicating complicated high-level information in an understandable form while retaining the integrity of the original message.

If you are interested in **finding out more** about projects I have worked on please visit www.conceptcreativelimited.com and get in touch.

WORK HISTORY:

- Owner—Concept Creative Limited—2015-Present
- Digital Marketing—HECO Group—2018—2019
- Marketing—Miranda Smith Homecare—2014—2018
- Marketing—Karitane Nurses and Nannies—2014—2018
- Administration & Communication—Grace Church—2010—2015
- Sales & Marketing Coordinator—Designertech Ltd—2010—2013

DIGITAL TOOL EXPERIENCE:

- | | | |
|------------------|--------------------|-------------|
| Buffer | Google analytic | Photoshop |
| Campaign Monitor | Google Tag Manager | SEO Spider |
| Canva | Hootsuite | Shopify |
| Facebook ads | HTML/CSS | Squarespace |
| FileZilla | LinkedIn ads | Wix |
| Google ads | Mailchimp | Wordpress |

WHAT CAN I DO FOR YOU?



Social Media



Web Creation



SEO



Data Analytics



Strategy



Writing



Content Design



Mobile Marketing



CMS



Communication
Press Releases



Market Research



Sales Collateral



Product Launch



Training
Materials



and much more

Mairi Orr

Digital Marketing

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📄 : References By request

PROFESSIONAL DEVELOPMENT:

LinkedIn Learning:

- Lean Six Sigma Fundamentals
- Project Management Fundamentals
- PRINCE2 Theory
- Google AdWords Essential Training
- Facebook Advertising for Business
- Google Analytics Essential Training

NZ Institute of IT Professionals:

Search Engine Optimisation

KiwiSkills :

Microsoft Digital Literacy Training

Microsoft:

Designing & Providing Licencing Solutions for Small & Medium Businesses

Marketing Mentorship:

Training and development with mentors Ray Delany (CEO, Designertech Ltd) and Ken Wells (Owner, Jigsaw Business Solutions).

UNIVERSITY:

2005-2009 UNIVERSITY OF DUNDEE:

Anatomical Science BSc (With honours)
Honours Dissertation—"In silico modelling of the Human Heart."

INTERESTS:



Photography



Travel



Music & Singing



Mentoring

Work Experience

I have spent the last 7+ years as a self-employed marketing contractor and it wouldn't be practical to list my experience by employer. Often, I have been working with multiple clients at one time on a variety of projects, a skill that has proven essential in managing life as a contractor and a parent.

Below I have highlighted some relevant experience, if you would like to find out about other projects please visit my online portfolio at www.conceptcreativelimited.com or get in touch.

DRIVE DIGITAL MARKETING CAMPAIGNS - CONCEPT TO COMPLETION :

As the owner of a small marketing business I have experienced first hand the importance of both, developing innovative campaigns to grow my business and ensuring that they yield results and that projects are completed correctly. For clients, I have worked on full service marketing solutions and individual projects; website design, developing social media presence, developing content that maximises SEO and user readability.

DEVELOPING & IMPLEMENTING DIGITAL MARKETING STRATEGY

HECO Group own 6 construction companies and had a existing marketing focus but were new to digital media. I worked with them to develop and launch strategies across 3 focuses; websites, social media and eDMs. I have developed documentation and systems, typically based on a PRINCE2 and Lean/SixSigma project management strategy, that help keep me to time and budget. I can bring these methodologies with me to a role with you.

GENERATING REPORTS & ANALYZING DIGITAL MARKETING CAMPAIGNS

Miranda Smith Homecare needed to be able to measure their rapid growth across NZ and the impact marketing efforts were having. I developed a reporting system using Google Analytics, Facebook Analytics and Mail Chimp Statistics that would communicate results to the management team in an easily understandable format. This system required minimal user input, reducing the time involved in reporting.

MANAGING WEBSITE HOSTING AND DOMAIN REGISTRATION

I have created and published sites including; www.lyproxea.com, www.heco.co.nz and have managed content for sites including; www.philosophy.nz, www.mshomecare.co.nz, www.karitanenannies.co.nz, www.designertech.co.nz and more. I have experience with multiple platforms including Wordpress, Wix, Squarespace and Shopify and associated applications for content management, SEO and Analytics such as Hubspot, Yoast and Payment Express for eCommerce.

RUNNING SOCIAL MEDIA PLATFORMS

During their busiest season (Christmas/New Year) Karitane Nurses and Nannies needed to make sure they were reaching existing and new clients and nannies and maintaining their sense of community. We developed a series for Elf on the Shelf on Facebook that could run annually. This system was then adapted to other campaigns throughout the year to assist with scheduling and topics for discussion.

Building Wellness is a product reseller that relies on monthly repeat purchases from it's clients. I worked with the business owners to build engagement in a way that created an online community through Facebook that members found value in from shared experiences as well as accurate product information. As a result group members are more likely to make further purchases and not take advantage of discounted offers from competitors.

VOLOUNTARY COACHING & MENTORING

For the past 3 years I have been involved in a mentoring program through Life Church, Auckland; helping new and small businesses with their marketing strategies either as a full strategy or for a specific project or event. Recently I developed Digital Marketing Training content for Life Business' Night School and have worked with the Dean of the Life Leadership College to identify best practice methods to ensure a healthy and accurate representation of the College.