

# Maya Till-Rogers

SKILLED MARKETING PROFESSIONAL

- 0477 689 040
- mayatill-rogers.com
- maya@till-rogers.com
- linkedin.com/in/maya-till-rogers/

## About Me

Insightful professional with over 5 years experience in curating, developing, and delivering strategic marketing campaigns. Eager to broaden my skill set and experiences in order to continue to generate outstanding results for agency clients; I am data oriented, perseverant, and have a creative eye that allows me to identify and produce on otherwise unseen opportunities.

## Professional Skills

- Campaign management
- Communication & Relationship Building
- Research & data analysis
- Cross-discipline collaboration
- Strategy development
- Photo & video editing
- Copywriting

I am proficient in the following softwares:

- Google Suite (Ads, Tag Manager, etc.)
- Facebook Business Manager
- Adobe Photoshop & Lightroom
- Mailchimp/Klaviyo

## Education

Bachelor of Business (Marketing)  
QUEENSLAND UNIVERSITY OF  
TECHNOLOGY

Diploma of Business  
TAFE QUEENSLAND

Diploma of Marketing  
TAFE QUEENSLAND

Certificate of Marketing &  
Communications  
TAFE QUEENSLAND

## Achievements

Graduate of the Year 2020  
TAFE QUEENSLAND

October 2020 Presenter  
EXPRESSWAY

References available upon request.

## Work Experience

JRNY DIGITAL Brisbane, Australia  
Senior Account Manager – Full Time May 2024-Present

Maintained the responsibilities of Account Manager as well as:

- Provided support and training to junior Account Managers to ensure quality delivery and better the performance of the department.
- Served as a senior consultant to clients, offering strategic advice, innovative solutions, and insights to drive their business forward including in crisis situations.
- Following the introduction of a new pod model– which involved creating new cross-function teams to support client delivery– I leveraged research on the best practices from high-performing teams to establish a strong foundation and ensure a high standard for delivery. This involved;
  - Conducting one-on-one sessions with key team members to monitor progress and provide support.
  - Managing daily operations which comprised of leading a daily stand-up meeting each morning and setting priorities for delivery.
  - Facilitating regular bi-weekly team meetings to assess client performance, discuss opportunities for growth/improvement, and refine strategies as needed.

Account Manager – Full Time August 2023-May 2024

- Effectively coordinated 4 separate departments to deliver strategic marketing campaigns a range of e-commerce and lead generation clients.
- Led the process through the initial growth of a new department including independently building new processes, contributing to the hiring and vetting process, and managing team members toward success.
- Successfully managed accounts with a monthly ad spend of up to \$50k while maintaining KPIs.
- Experienced in working across multiple industries and accounts at once, including maintaining relevant insights of key industries in order to foster trust with clients and prove value.
- Maintained genuine and meaningful relationships with clients that led to achieving multiple 5 star reviews.
- Simultaneously maintained a healthy retention rate while also increasing Monthly Recurring Revenue (MRR) for the agency through strategic recommendations and tailored upsells.

Digital Strategist – Full Time October 2022-August 2023

- Scaled multiple businesses to achieve and exceed client goals through the creation and execution of paid ads campaigns across a variety of platforms including Google, Facebook, Instagram, and TikTok.
- Provided mentorship to lower ranking team members and facilitated team-wide trainings on a variety of relevant topics to the business.

FUNCTION ALLIED HEALTH Brisbane, Australia  
Marketing Manager – Part Time September 2021-October 2022

- Developed and managed the creation and implementation of a company wide rebrand.
- Independently produced and executed a marketing strategy for the launch of a new group fitness brand which led to an identifiable uptake in sales.
- Supervised and managed a team, including directing vendors.
- Managed branding, content creation, and distribution across multiple social channels that led to a 61% growth rate in following numbers.
- Collaborated with service department managers to ensure company-wide branding consistency.
- Directed owned and paid media channels including Facebook, Google, and Out Of Home ads.

Complete work experience available upon request.