

# 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 3+ 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 strong interest in micro-segmentation and utilising psychographics in order to create and operate tactics that achieve high levels of success.

## Professional Skills

- Campaign management
- Branding & identity management
- Research & data analysis
- Cross-discipline collaboration
- Clear & engaging communication
- Photo & video editing
- Copywriting
- Strategy development
- Critical thinking
- Digital marketing

I am proficient in the following softwares:

- Adobe Photoshop & Lightroom
- Buffer
- Canva
- Mailchimp
- Google My Business
- Facebook Business Manager

## 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

**FUNCTION ALLIED HEALTH** Brisbane, Australia  
**Marketing Manager – Part Time** September 2021-Present

- 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
- Produced content and copy for EDM channels that led to an increase of 15% in open rates for an average of 45%
- 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

**LIOR INTERIORS** Brisbane, Australia  
**Marketing Consultant – Contractor** January 2022-August 2022

- Contracted to advise on the conception of a marketing strategy designed to coincide with the launch of the business
- Independently created a complete branded website including lead capture, and online chat functions
- Collaborated to produce content including directing shoots for creative and writing copy to be used across social and sales channels

**NORTH BRISBANE WELLNESS SERVICES** Brisbane, Australia  
**Marketing Consultant – Contractor** March 2022-August 2022

- Coordinated team members to aid in the production of a digital campaign that ran across multiple social channels designed to promote "Spinal Health Week"
- Directed owned media channels including social media accounts and email direct marketing campaigns

**TECHNOWAND** Brisbane, Australia  
**Marketing Coordinator – Part Time** September 2020-December 2020

- Established an integrated marketing department within the business
- Oversaw the hiring, onboarding, and management of independent contractors
- Managed a team of website developers to create a new branded site
- Produced creative and copy written content for the core site and commercial landing pages
- Developed content for A/B split testing on Facebook ad accounts

**VISIT WYNNUM MANLY** Brisbane, Australia  
**Marketing Intern** July 2020-October 2020

- Conducted an audit of existing marketing materials and activities
- Developed a proposal backed by researched analytics regarding the opportunities for growth, categorised based on predicted ROI
- Created a detailed report that highlighted recommendations– accompanied by an implementation plan– on how to improve upon the business's current owned media channels

**FLAWLESS INTERIORS** Edmonton, Canada  
**Marketing Intern** September 2019-December 2019

- Contracted to conceptualise and implement a new marketing strategy designed to increase potential leads and improve overall brand awareness within the local community
- Managed multiple social media accounts across Facebook, Instagram, and Pinterest
- Developed a unique digital media strategy that aided in differentiating the business within a saturated market