

# Belinda Campo

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## Senior Digital Producer, Cummins & Partners (Contractor)

June to current, North Sydney NSW

Responsible for managing digital campaigns/projects for key clients; Vodafone and Foxtel - entails scoping, estimating, scheduling, dealing with numerous stakeholders and partner agencies to deliver campaigns/projects on budget and time.

## Senior Digital Producer/Team Lead – CBA, M&C Saatchi (Contractor)

February to May, Sydney NSW

Responsible for managing digital campaign/projects and a team of producers for key client CBA - entailed scoping and estimating, scheduling, dealing with numerous stakeholders and partner agencies to deliver projects on budget and time.

## Senior Digital Producer – Optus, STW Group - DT (Contractor)

August to current, Millers Point NSW

Responsible for managing digital campaigns/projects for key client Optus - from scoping and estimating, scheduling, dealing with numerous stakeholders and partner agencies to deliver projects on budget and time.

## Digital Producer/Project Manager - Emirates, VML - George Patterson Y&R (Contractor)

January to May 2015, Sydney NSW

Responsible for managing digital campaigns/projects for key client Emirates - from planning, scoping, scheduling, dealing with conflicting and ever changing priorities to producing and client interaction in Dubai. Ensuring projects are delivered on schedule and on budget, working closely with creative and development teams.

## EDM Campaign Executive – Group Marketing, News Corp (Contractor)

August to December 2014, Surry Hills NSW

Lead and execute builds for National and State EDM campaigns across ALL News Corp mastheads within Data Capabilities team; includes HTML builds, AMPscripting, data segmentation filters and post campaign analysis via Exact Target.

Working with the wider marketing team and digital agency to develop EDM creative and HTML using best practise techniques. Managing pipeline of marketing activity and execution of all email campaigns on time and to the required quality standards.

## Digital Producer, Pollen (Contractor)

June to July 2014, Surry Hills NSW

Lead and executed design of Gumtree.com.au new Suburb Profile pages - includes; execution of member survey; responsive wireframes and first draft designs from initial consultation through to approval.

## Digital Producer Product Manager Campaign Exec/Manager

Site Analysis  
SEO Strategy  
Digital Strategy  
Ecommerce Strategy  
Scope & Estimate Builds  
Product Management  
Content Management  
EDM Campaigns  
Ad Campaigns

## Research

Web Metrics  
Optimise ROI across CPC  
CPM, CPA Media

## Career Highlights

Agent Profile  
KAS Re-design  
Insurance Centre  
Homehound Mobile  
Home Loans Centre  
Zeroing Google Maps Costs  
Share Accommodation  
Zeroing SEM Spend  
Agent Admin  
Home Style

## Tools

WordPress  
Sizmek  
Double Click  
Exact Target  
OmniGraffle  
Campaign Monitor  
Open AdStream  
XHTML/HTML5  
North Social  
Ms Project  
OmniPlan  
Traction  
Drupal  
JIRA  
BCC

## **Digital Producer - Production & Strategy, Wiliam (Contractor)**

April to June 2014, North Sydney NSW

Executed scopes, estimates and workshops for new business projects.

Developed client relationships from initial meeting and consultation of brief through to approval and handover to executing project.

## **Digital Product Manager, KAS Australia (wholesaler - Contractor)**

April 2013 to April 2014, Alexandria NSW

Lead 'product strategy' to increase traffic and revenue by improving 'buyer engagement and the 'user experience' to deliver conversions and sales.

Lead and executed design, build, implementation, roll out and launch of ecommerce site kasaustralia.com.au; includes wireframes 'responsive' (mobile/tablet optimised).

Executed 'key strategies that grew online revenue by 50% and pages views by 44%'.

## **Senior Digital Producer, TheKnot.com.au & Primped.com.au (IDM - IPMG)**

August 2012 to March 2013, Alexandria NSW

Lead and executed roll out of Primped's Blogs, How To's and Galleries sections.

Lead and executed roll out of The Knot Supplier Deals and Offers section.

Re-design of The Knot Local Suppliers section and launched Magazine App.

## **Product Manager, Homehound.com.au (IDM - IPMG)**

July 2011 to March 2013

## **Digital Producer, Homehound.com.au (IDM - IPMG)**

December 2008 to June 2011

Lead and executed design, implementation, roll out and launch of Homehound mobile, Home Loans, Insurance Centres and Share Accommodation sections.

Lead and executed Home Style - inspirational visual search that allows users to get renovation and interior design ideas from our galleries.

Online customer behaviour insights - lead & executed Visitor Survey (Jan 2011).  
Delivered 'new insights to drive stickiness and incremental revenue opportunities.'

Sustained traffic growth of 300%, delivering approx. 700,000 unique browsers.

Increased revenue growth by 90% FY10 to FY12, exceeded budget for 2 years.

Built 'strategic relationships' with Ratesonline, Easyroommate, 1Form & PriceFinder in FY09 – which resulted in fixed revenue streams, increased brand awareness and adoption of key content partners over the next four years.

Client acquisition - execution FY11 to FY12 in acquiring new offices and more listings.

Optimised Google Map transactions, ensured our FREE daily limit of delivering 25,000 map transactions - saving of \$USD300K/year.

Lead and executed features - unique agent URLs & pages, add OFI/auction to a calendar, recommendation engine, search by street, 1st portal to integrate WalkScore.

## **Responsibilities**

Analysis of key metrics to identify buyer segmentation and engagement for MVP.

Development and execution of effective sales and business development strategies to drive traffic and increase conversions.

Developing client relationships and identifying new business opportunities.

## **Clients**

CBA

Optus

Foxtel

Emirates

Gumtree

Ninemsn

Vodafone

Ratesonline

Google Australia

News Corp. Australia

Easyroommate.com

The Ad Network

PriceFinder

RP Data

## **Education**

XHTML & CSS, UNSW

Dip. Advertising, Macleay College

Dip. Real Estate Business, TAFE

MLC Burwood

## **Et Cetera**

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## **Referees**

Upon Request

Development and execution of effective sales and business development strategies to drive growth and market domination as the largest FREE property listing website.

Prepared and delivered monthly metric and revenue board reports.

Relationship building - fostered key stakeholder relationships with property agency groups, advertising agencies, content partners and aggregators.

Lead implementation of site specifications and functionality requirements - effectively co-ordinated with development team to ensure deliverability.

Implementation of sponsorship and display positions across the site and product pricing.

Analysis of key metrics to identify seasonal industry trends and highlights issues.

Tracking progress of data integrity and site maintenance.

Specialities - brand awareness, social media, new technologies and lead conversion.

Project management, ability to handle multiple time-sensitive projects.

Excellent analytical skills regarding contractual, technical and financial challenges.

Strong working knowledge of all XML data suppliers and Real Estate CRMs.

### **Customer Relations Manager, Homehound.com.au (IDM)**

September 2005 to December 2008, Alexandria NSW

Co-ordinated with sales and development teams to acquire new customers, ensure issues were identified and resolved affecting functionality for both users and agents.

Streamlined communication procedures with both users and member agents.

Delivery and execution of Agent Admin (online listing management tool).

### **Sales Fashion Consultant, Feathers**

November 2003 to 2005, Sydney & Double Bay, NSW

Experience in sales/merchandising enabled me to set up a Sydney VIP client database, to market new Feathers collections/offers - lead to increased sales and customer loyalty.

### **Sales Consultant/Assistant to Director, Raine & Horne Drummoyne**

2003, Drummoyne, NSW

Conducted over 77 appraisals that generated 15 new business listings equating property value over \$10m – generating sales value over \$200,000 in commission. Managing sales campaigns to clients enabling execution of close during negotiation.

### **Co-ordinator/ Relation Manager/ Sales, Contract Roles**

1999 to March 2003, Sydney NSW

Contracts: Effective Fitout Solutions, McGrath Estate Agents, Australand, Pacific Publications-Home Beautiful, Adshel, SBS Network, Network Ten, Macquarie Bank.

### **Project Marketing Sales Co-ordinator/PA to Director, City Unit Sales**

March 1996 to November 1998, Darlinghurst, NSW

### **Receptionist, Bradfield & Pritchard**

1994 to February 1996, Double Bay NSW