

Belinda Campo

belindacampo.com
belinda@belindacampo.com
0400 134 165

Freelance - Senior Digital Project Manager/Integrated Producer

January 2015 to present, Sydney NSW

Contracts: Che Proximity (Clemenger group) | Gho Sydney | Apparent | DDB | Digital Cortex | The Works | Cummins & Partners | Team Lead - CBA, M & C Saatchi Team Lead - Optus, DT Digital | Emirates - VML

Worked with some of Sydney's leading digital agencies and brands; responsible for the execution and delivery of medium to large-scale digital projects up to \$1M+ and integrated productions. B2B & B2C projects; inclusive of medium to large-scale platform/websites builds, native and web app builds, microsites and landing pages. As well as, multi-channel projects across programmatic, DOOH/OOH, video & vo content.

Led for key clients; Uniting, Urbanest, Smart Recovery, Infomedia - Microcat, Optus, Brother, Prospa, Daikin, Sarment (LVMH), Vodafone, Tourism NZ, Covermore Insurance, Volkswagen Australia, VMware and Google Inc.

Focused on leading iterative design principles with lean agile methodologies validating customer centric design led projects - project planning, sprint planning and delivery includes; scoping, estimating, scheduling, functional specifications, team lead managing mid-level and junior producers, cross-team collaboration, client stakeholder communications and both partners onshore and offshore (New Zealand, Europe, Asia Pacific, USA & India) with regard to progress, risks, timings and budget.

Digital Project Manager - Group Marketing, News Corp (Contractor)

August to December 2014, Surry Hills NSW

Led/executed builds for National/State Digital and EDM campaigns across ALL News Corp. mastheads within the Data Capabilities team; includes HTML builds, AMP scripting, data segmentation filters and post campaign analysis via Salesforce Marketing Cloud.

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

Production & Strategy, Wiliam (Contractor)

April to June 2014, North Sydney NSW

Executed scopes, estimates and workshops for delivery of new digital business projects.

Developed client relationships from initial meeting and consultation of brief through to approval and handover to executing web and native app projects.

E-Commerce/Digital Product Manager, KASaustralia.com.au

April 2013 to April 2014, Alexandria NSW

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

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

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

**Senior Integrated Producer
Senior Digital Project Manager
Iterative Agile Design Strategy
CRM/Marketing Automation
Digital Product Manager
Ecommerce Manager
Ecommerce Strategy
Project Delivery**

Agile Project Management
Native & Web Development
Scope & Project Estimations
Integrated Campaigns
Product Management
Content Management
Digital Strategy
Web Analytics
SEO Strategy
Site Analysis

Research

Usability Testing
Web Metrics/Analytics
Qualitative Study Sessions/
Customer Persona Insights
Optimise ROI across CPC
CPM, CPA Media

Career Highlights

Uniting
Urbanest
Optus MOA
KAS Australia
Vodafone 22M
Home Loans Centre
Homehound Mobile
Smart Recovery App
HH Insurance Centre
Sarment App (LVMH)
Microcat App (Infomedia)
Volkswagen Car Finder App
Benestar (Covermore) Site & App
Zeroing Google Maps Costs
Share Accommodation
Zeroing SEM Spend
Agent Admin
Agent Profile
Home Style

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

August 2012 to March 2013, Alexandria NSW

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

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

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

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

July 2011 to March 2013

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

December 2008 to June 2011

Led, executed and delivered – the design, implementation, roll out and launch of; Mobile site, Home Loans, Insurance Centres and Share Accommodation sections.

Grew revenue through the monetisation of traffic and development of new commercial product offerings; including new advertising placements and subscription products. Inclusive of leading platform and site redesign.

Led 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; making Homehound the 3rd largest property portal in Australia.

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.

Led and executed features - unique agent URLs & pages, add OFI/auction calendar, recommendation engine, and search by street, 1st Australian property 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.

Developed, negotiated and managed client relationships. Also, leveraged strategic business relationships and identified new business opportunities.

Developed new advertising opportunities to meet client requirements and drive revenue growth.

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.

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

Tools

JIRA

Trello

Drupal

WordPress

React Native

Django/Python

Campaign Monitor

Exact Target/

Salesforce Marketing Cloud

Ms Project /Smart Sheets

OmniGraffle/Omniplan

Double Click/Sizmek

Google Analytics

Nielsen NetRatings

Open AdStream

XHTML/HTML5

Confluence

Basecamp

Traction

Pegasus

Harvest

Teams

Podio

BCC

Clients

Optus

Prospa

Brother

Uniting

Sarment

Emirates

Gumtree

Urbanest

Ninemsn

Vodafone

Infomedia

Ratesonline

Kas Australia

Google Australia

Volkswagen Australia

News Corp. Australia

Easyroommate.com

The Ad Network

Sarment/LVMH

Virgin Mobile

Smart Recovery

PriceFinder

Covermore

Google LLC

VMware

RP Data

Foxtel

Daikin

CBA

Implementation & integration 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 and leading platform redesign.

Excellent analytical skills regarding contractual, technical and financial challenges.

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

Education

XHTML & CSS, UNSW

Dip. Advertising, Macleay College

Dip. Real Estate Business, TAFE

MLC Burwood

Customer Relations Manager, Homehound.com.au (IDM - IPMG)

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).

Et Cetera

Stay In Touch

Twitter @belindacampo

I Also Like Chocolate & Cheese

Sales Consultant, Feathers

November 2003 to August 2005, Sydney & Double Bay, NSW

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

Referees

Upon Request

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.

Project Marketing Co-ordinator, Tender Management/Contract Admin, Sales & Client Relation Manager - Contracts

1999 to March 2003, Sydney NSW

Effective Fitout Solutions, McGrath Estate Agents, Australand, 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/Assistant to Property Management, Bradfield & Pritchard

1994 to February 1996, Double Bay NSW