

PROFESSIONAL PROFILE

A dynamic and results-driven professional with a highly successful background in law, marketing and communications. Committed to achieving and exceeding demanding targets and business objectives while remaining focused on providing an exceptional standard of service to clients. Possesses excellent interpersonal, communication and negotiation skills, the ability to make critical decisions and to develop positive internal and external relationships. Enjoys being part of, as well as managing and motivating, a successful and productive team and thrives in highly pressurised and challenging working environments.

CAREER SUMMARY

August 2016 – June 2018 MARKETING MANAGER - PROSPA

Key Achievements

- Employee of the month, January 2017
- Nominated for Employee of the Year Award, July 2017

Responsibilities

- Direct customer acquisition and retention
- Development of strategic marketing plans to reach monthly, quarterly and annual business goals
- Execution of the marketing and communications activities
- Writing copy for monthly direct mail, blog articles and company newsletters
- Management of content for native advertising and other advertorials
- Worked with internal creative department to produce advertisements for print publications, online retargeting, outdoor digital, bus backs, tram wraps, pull up banners, brochures, flyers
- Management of media and creative agency relationships
- Worked with media agencies to book in media for radio and television advertising
- Worked with creative agencies and film producer on development of television advertising scripts, recording, filming and production
- Worked with creative agency on development of radio scripts and with media agency on booking of radio spots nationally
- Management of vendor relationships, such as industry related publishers, national radio stations, TV networks, media agencies
- Sourcing and management of industry vertical relationships, such as the Restaurant and Catering Industry Association and the Small Business Association of Australia
- Management of digital media agency for all digital marketing to ensure high ranking of company in all relevant searches
- Implementation and management of TrustPilot and productreview.com.au, independent customer review platforms, to build trust in the market and maintain positive reviews. This led to Prospa being the number one company in the Money category on TrustPilot
- Management of projects for key campaign periods, such as end of financial year and end of year, including management of all agencies involved
- Post-campaign reporting and analyses

2013 - 2014 MARKETING EXECUTIVE – INGRAM MICRO AUSTRALIA

- Managed vendor relationships in portfolio, including McAfee, Trend Micro, Adobe, VMware, Veeam and Autodesk along with financial management of vendor portfolio
- Produced marketing plans in line with key vendor objectives
- Managed all facets of marketing campaigns, from idea generation, planning, executing and reporting
- Wrote copy for direct mail, electronic direct mail, online and press advertisements, briefs, newsletters and other marketing campaign and promotional materials
- Developed strong relationships with product managers and vendors to ensure the effective execution of marketing plans and marketing spend to meet vendor and company objectives
- Liaised with external design, advertising and channel news / press and supplier agencies to promote vendor marketing campaigns and increase exposure and mindshare

TANIA KALIFE

2012 - 2013 JUNIOR SOLICITOR – GAVEL & PAGE LAWYERS

Key Achievement

- Successfully admitted to the Supreme Court of New South Wales

Responsibilities

- Worked as a key part of a property and commercial law firm covering all areas of property and construction legal transactions
- Drafted correspondence for local courts, financial institutions and clients regarding amendments and re-issue of Garnishee Orders, discharge of mortgages, conveyances and leases

2011 - 2012 PARALEGAL – SLATER & GORDON LAWYERS

- Critical member of the legal team at a law firm specialising in insurance claims, commercial, family and asbestos-related law
- Represented clients while attending court for directions hearings, status conferences, pre-trial reviews and mentions
- Drafted legal documents, including statements of claim, statements of particulars, affidavits, subpoenas, statements, submissions and chronologies for matters

2008 - 2011 MARKETING EXECUTIVE – EXPRESS ONLINE

Key Achievements

- Drove exceptional improvements in performance and results for an online technology distributor
- Developed a number of highly successful and innovative marketing campaigns, attracted new customers and increased revenue growth sales by as much as 30% on monthly 'blitz days'
- Made important decisions to improve productivity, efficiency and effectiveness while simultaneously reduced costs

Responsibilities

- Oversaw the full range of marketing operations, including corporate and marketing communications, online/digital marketing, direct marketing, channel management, sales planning and forecasts
- Coordinated effectively with project managers to create powerful quarterly marketing plans for prestigious vendor partners including Apple, Cisco, Microsoft and Adobe
- Conducted comprehensive market research into the IT industry, identified and analysed trends and competitor activity
- Prepared sales and marketing reviews on a monthly and quarterly basis, analysed results and identified potential areas for improvement
- Developed cost-effective marketing budgets for different areas of the business, ensured that all product lines were promoted effectively and appropriately and that budget limits were fully adhered to
- Played a key role in driving and testing improvements to the company website to facilitate effective online marketing and navigation of the website for increased sales
- Managed in-house graphic design teams to ensure the appropriate execution of graphics in line with marketing briefs and overall marketing campaigns
- Composed numerous press releases and promotions for online and print, including a weekly e-newsletter with an audience of over 13,000 clients
- Liaised with advertising agencies and IT publishers for greater online and print exposure and branding

2005 - 2008 MARKETING COMMUNICATIONS EXECUTIVE – EXPRESS DATA

- Worked as part of an ICT distributor supplying leading edge products and technology to Australia and New Zealand from world leading brands
- Planned, developed and successfully implemented a number of highly successful public relations initiatives and strategies
- Instrumental in a wide range of marketing activities including events, promotions and merchandising relating to branding, advertising and e-marketing
- Liaised and networked effectively with strategic partners and developed highly positive and professional relationships
- Coordinated with numerous media outlets, developed media relations while successfully promoted the business
- Wrote and edited vendor newsletters, press releases and online content for the company's technical web portal
- Prepared monthly market share reports and managed vendor cooperative marketing budgets

TANIA KALIFE

2003 - 2005 **MARKETING EXECUTIVE – KEDDIES LAWYERS**

- Prepared and edited content for the company newsletter, marketing reports and online content for the company website
- Instrumental in the development and maintenance of an innovative referral system, attracted a significant number of new referrers
- Organised company meetings, informal settlement conferences and liaised effectively with legal representatives, including barristers and solicitors
- Analysed statute of limitations, budget and monthly results reports, new business, practice and performance reviews, and internal file audits
- Played a major role in the successful achievement of Law 9000 Best Practice certificate

2000 – 2002 **CORPORATE SERVICES CONSULTANT – DAVID JONES AUSTRALIA**

- Maximised corporate business opportunities by building crucial relationships with important clients and consistently achieved or exceeded all monthly sales targets and business objectives
- Developed successful incentive, loyalty, rewards and recognition programs for corporate clients, including Colgate, PWC, AC Nielsen and the Commonwealth Bank of Australia

FREELANCE WORK

2008 – 2009 **Sydney International Conferences of NGOs**

Contributed to and edited a conference tender proposal raising awareness of global warming, human rights, children's issues, terrorism, violence and war, gender equality and economic development to the NSW State Government and Australian Federal Government.

2001 **Marie Claire Magazine** - Editorial

2000 **David Jones Australia Pty Ltd** - Publicity and Public Relations Department

1999 **New Woman Magazine** - Conducted interviews for main editorial feature

1999 **The Arab World Newspaper** - Contributed to the writing of articles

1998 **Lebanon Down Under News Magazine** - Editorial feature

EDUCATION AND QUALIFICATIONS

2008 - 2011 **Juris Doctor (Law Degree), *University of Technology, Sydney (UTS)***

- Awarded UTS David Toolan Memorial Award for Best Performance in International Human Rights Law
- High Distinction in International Human Rights Law
- Distinction in Public International Law, Citizenship and Immigration Law, Advocacy, Administrative Law, Legal Skills and Perspectives on Law

2003 **Post-Graduate Certificate in Marketing, *Sydney Institute of TAFE***

- Graduated with Distinction

1997 - 1999 **Bachelor of Media (Journalism), *Macquarie University, Sydney***

PROFESSIONAL SHORT COURSES

2007 Developing, Writing and Implementing Winning PR Strategies

2006 Understanding English Grammar

2006 Business Writing

REFERENCES Available on request

NATIONALITIES Australian and Lebanese