

Curriculum Vitae of

Prudence Kate Madden

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Employment History

April 2009 – Current

Business:	Bold Text Media
Position:	Owner, Digital Marketing Strategist.
Location:	Geelong, Australia
Roles, Responsibilities, Achievements.	<ul style="list-style-type: none">❖ Identification of appropriate messaging to ensure compelling, consistent, innovative and favorable social media interactions.❖ Social media strategy for newly emerging media technologies. Online Public Relations communications strategy development and management involving blogs, social media networks, social bookmarking, discussion groups, and forums to drive brand awareness, engagement, and traffic to web site/landing pages/social media pages in support of the overall online networking strategy set by the client.❖ Tracking and reporting performance, forecasting, budgeting and social media marketing direction.❖ Development, implementation and management of Google+, Facebook, Twitter, LinkedIn accounts and content strategies.❖ Development of best practices, recommended rules of engagement, and moderation policy for the use of social media.❖ Audit, analysis and management of online brand identity❖ Creation and management of client profiles for online reputation management.❖ Public Relations including media outreach, editorial placement, writing of press materials❖ Commercial Photography: Analysis of audience, message composition, angle of the message delivery, selection of emotional connectors, creative composition, dynamic artistry, employing story telling qualities.❖ Video marketing: Design, videography, technical production and delivery of video marketing strategies and campaigns.❖ Concept, visual and functional design of ecommerce websites and blogs. Content population and management of websites and blogs.❖ Brand development

January 2013 – June 2013

Business:	Kids Plus Foundation
Position:	Marketing and Partnerships Manager
Location:	Geelong, Australia
Roles, Responsibilities, Achievements.	<ul style="list-style-type: none">❖ Corporate Submissions / partnership proposals.❖ Marketing collateral eg. advertising, annual reports, website.❖ Driving events including the Rotary Family Fun Run, Hot Cross Buns Week.❖ Reporting to community partners.❖ Campaign coordination.❖ Strategic advice to Kids Plus Future Fund Committee.❖ Management of Marketing Communications budget.❖ Annual reporting to funders and board.❖ Increase public awareness of cause KPF across Melbourne and Geelong.

January 2007 – April 2008

Company:	Brandworx Plus Pty Ltd
Position:	Marketing and Sales Manager
Location:	Geelong, Australia

Roles,
Responsibilities,
Achievements.

- ❖ Role directly reporting to CEO.
- ❖ Oversee the development of products and product ranges. Formalize and manage the product development process from end to end, including idea generation, concept development and approval, and launch execution.
- ❖ Manage the execution of all aspects of production, pricing, packaging, promotion, and distribution of products.
- ❖ Communication with to both internal and external stakeholders, including suppliers and manufacturers, agents, and the internal executive team.
- ❖ Liaising with suppliers and agents to ensure orders are delivered on time. Inventory management.
- ❖ Sample sourcing, trend forecasting, product design, sourcing of suppliers and new products, price negotiation, budgeting, sales planning and forecasting, monitoring and management of sales and margins, identification of growth opportunities and risks.
- ❖ Responsible for researching and forecasting upcoming trends selecting product ranges.
- ❖ Creation and implementation of business plans and marketing strategy documents that accurately describe business opportunities, key resource requirements and timelines, competitive environment, pricing, positioning, and distribution. Planning and management of strong and detailed promotional programs.
- ❖ Maintain and develop existing and new customer relationships including large corporate retailers; Target, Kmart, Coles, Woolworths, and several top Pharmacy chains, through planned individual account support.
- ❖ Facilitation of all cross-functional team communication and coordination. Project Management of all phases of the development process, including working closely with editorial, design, technology, finance, and the executive team to bring a product to successful launch on-time and on-budget.
- ❖ Manage external marketing agency activities – PR agencies, graphic design agencies and in-store marketing agencies.
- ❖ Planning and management of the production of marketing materials, including artistry and design, photography, press releases, in-store product demonstrations, magazine and newspaper adverts. Management of advertising in national, regional and specialist publications. Execution of the effective distribution of in-store marketing materials to retailers, Australia wide.

August 2006 – December 2006

Company:

Global Marketing Strategies Asia Pacific

Position:

Director International Projects: Operations Management

Location:

Japan: Tokyo, Kyoto, Sapporo, Kobe

Roles,
Responsibilities,
Achievements.

- ❖ Plan, develop and implement strategy for operational management and development to meet agreed performance plans on time and on budget.
- ❖ Establish and maintain appropriate systems for measuring necessary aspects of operational management and development.
- ❖ Monitor, measure and report on operational issues, opportunities and development plans and achievements within agreed formats and timescales.
- ❖ Recruit, train, manage and develop direct reporting staff.
- ❖ Manage and control departmental expenditure within agreed budgets.
- ❖ Liaise with other functional/departmental managers so as to understand all necessary aspects and needs of operational development, and to ensure they are fully informed of operational objectives, purposes and achievements.
- ❖ Review, analyse, and interpret the results of promotional activities, research and test sales and market trends, and competitor information to develop and modify sales, marketing and promotional strategies accordingly.
- ❖ Direct the development and implementation of membership marketing and retention plans.
- ❖ Maintain awareness and knowledge of contemporary operational development theory and methods and provide suitable interpretation to directors, managers and staff within the organization.
- ❖ Contribute to the evaluation and development of operational strategy and performance in co-operation with the executive team.
- ❖ Ensure activities meet with and integrate with organizational requirements for quality management, health and safety, legal stipulations, environmental policies and general duty of care.

May 2006 – August 2006

Company:

Global Marketing Strategies Asia Pacific

Position:

Project Director

Location:

Surabaya, Indonesia

Roles,

Responsibilities,
Achievements:

- ❖ Responsible for all project systems management, accounting, reporting, marketing, client management, database management and customer relationship management, HR, staff recruitment and training.
- ❖ Management of sales team, loyalty program marketers, and customer service agents in a target driven environment to achieve bottom line results.
- ❖ Successfully implemented post sale marketing member contact strategy, to ensure consistency and quality of customer care for member database.
- ❖ Successful in establishing cross-marketing and sales ventures to further increase the marketability of the product in the local market.

November 2003 – May 2006

Company:

Insignia Marketing Solutions

Position:

Operations Manager Asia & Middle East / Senior Project Director

Location:

**Hong Kong, China
Jakarta, Indonesia
Overseeing Asia & Middle East**

Roles,
Responsibilities,
Achievements.

- ❖ After 10 months with the company I was transferred to manage the company's flagship project in Hong Kong. Successful in surpassing sales and revenue budgets thus enabling and co-managing the renewal of the client agreement.
- ❖ Eight months after taking on this role, I was promoted to Operations Manager for Asia and the Middle East.
- ❖ Decision making regarding marketing, sales systems and procedures, financial and sales forecasting, and liaison with senior management of client hotels for Project Directors company-wide.
- ❖ Reporting to Managing Directors in the role of Operations Manager.
- ❖ Designed training materials, and implemented and facilitated training modules for new Project Directors. Created policies and procedures, Code of Ethics and Standards of practice for company sales team.
- ❖ Client relationship management, sales team management (team size 50+), sales rep recruitment and training.
- ❖ Management and integration of multi-departmental projects: Sales, Marketing, Customer Service, Administration.
- ❖ Restructure and retraining of Customer Service Department resulting in further strengthening of client relationship, improved service and delivery time of product to customers, resulting in a significant decrease in customer complaints.
- ❖ Database analysis and reporting.
- ❖ Management of cost control - successful in restructuring various aspects of the project to reduce expenses and proactive in sourcing alternate suppliers to improve resource quality and decrease costs.
- ❖ Designed peripheral marketing endeavors including a secondary marketing team which involved department set-up, recruitment and training. Developed strategies and activities to encourage member participation in activities and built a sense of community among members and constituents.
- ❖ Successful in increasing F&B usage and customer loyalty by more than 20 percent.

April 2000 – March 2002

Company:

ProMark Strategies

Position:

Director of Marketing

Location:

**Malaysian Borneo
Vietnam
Malaysia (Mainland)**

Roles,
Responsibilities,
Achievements.

- ❖ Liaise and negotiate at a senior management level.
- ❖ Built strong and supportive client relationships with both senior management and front line staff of client hotels.
- ❖ Manage and motivate sales team (20-50 people) to achieve bottom line results.
- ❖ Staff recruitment – creating and placing of advertisements, staff retention, training and development.
- ❖ Establishment and management of Customer Service departments and department integration with sales and administration teams.
- ❖ Preparation of financial forecasts, sales budgets, financial reports and progress reports.
- ❖ Statistical analysis, database segmentation and provision of database analysis and marketing information to clients.
- ❖ Management of cost control and inventory control Product development and competitor research analysis.
- ❖ Customer loyalty database management Client relationship management.
- ❖ Overseeing and implementing all systems and procedures Design and concept development of products targeted at local market in each country.

Education

1995-1999	Deakin University, Victoria, Australia	Bachelor of Arts/Bachelor of Commerce Commerce Major: Marketing Arts Major: Asian Studies (Indonesia)
1998	Universitas Mataram, Lombok, Indonesia	Bachelor of Arts/Bachelor of Commerce (Scholarship: Credited to Deakin Degree)
1999	Universitas Gadjah Mada, Java, Indonesia	Bachelor of Arts/Bachelor of Commerce (Transfer: Credited to Deakin Degree)

Awards

2001	Highest percentage increase in Sales in Asia/Pacific and Middle East -Programme Directors Competition, ProMark Strategies Sdn Bhd
1998	University Mobility in the Asia-Pacific (UMAP) Australian Government sponsored Scholarship
1998	Deakin University Grant – ACICIS Study in Indonesia Programme
1997	Golden Key National Honours Society Award: Awarded to top students achieving results placing them in top 15% for their University Degree

Languages

Indonesian	Full professional proficiency
Malay	Professional working proficiency
English	Native Proficiency

Skills

	Brand Development, Content Strategy, Media Production, Videography, Video Editing, Script Writing for Online Media, Audio Production, Marketing, Marketing Strategy, Products Marketing, Marketing Management, Direct Marketing, Marketing Communications, Product Design, Product Development, Product Management, Product Marketing, Social Media Marketing, On Site Search Engine Optimisation (organic), Graphic Design, Email Marketing, Public Relations, Web Copywriting, Affiliate Marketing, Loyalty Marketing: Strategic Planning, Development and Management, Digital Photography, Global Sourcing, Supplier Negotiation, Team Building, Sales Management, Sales Rep Training, Sales Team Recruitment, Basic Level App Coding with Livecode and Python.
Platforms	Adobe Fireworks, Adobe Premiere Pro, Adobe Soundbooth, Adobe Lightroom, Photoshop, Adobe Illustrator, Sparkol Animations, Microsoft Access, Microsoft Excel, Magento (user), Drupal (user), Wordpress