

# Amanda Serra



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## PROFILE

Creative marketing and brand strategist, focussed on delivering growth and pushing new boundaries.

- Creative solutions
- ROI
- Brand champion
- Expertise in both traditional & digital marketing
- Hands-on marketing leader
- Stakeholder engagement
- B2C & B2B experience



## CAREER SUMMARY

**Workforce Extensions** | Franchise network | Feb '20 - present

**Marketing Consultant & Lecturer** at RMIT | Sept '18 - Feb '20

Access Communications | B2B | **Marketing Manager** (contract) | Aug '17 - Aug '18

**Marketing Consultant & Sessional Lecturer** | April '17 - Aug '17

Redbubble | Online Marketplace | **Product Development Consultant** | Oct '16 - March '17

Curtis Stone | Consumer Products | **Marketing & Product Development** | Nov '13 - Oct '16

SerraStudio | Accessories | **Online business** | July '09 - Oct '13

SCA | FMCG | **Brand Manager** | Sept '07 - June '08

World Kitchen | Consumer Products | **Marketing Manager** | May '03 - Aug '07

Breville / Kambrook | **Brand Manager** | April '99 - May '03

## Workforce Extensions | Franchised Recruitment | Jan '20 - present

### Marketing Manager | Report to GM & Directors

**Responsible for:** All marketing activities to achieve franchise network growth. Plus scalable marketing programs for the franchisees

**Social Media (organic):** Moved all social media activities internally, resulting in higher social engagement over 3% and increased following 20% growth over 10-months.

**Social Media (paid):** Volume of qualified leads increased

Website: Home page visits up 29% YOY, Visits to Franchise Page up 100% driven by PPC

**Website:** Website redevelopment; design, increased functionality, SEO content. Brand refresh; design look and brand promise.

**SEO:** Forming the onsite structure to improve SEO performance.

**Brand refresh:** Initiated and engaged senior leadership team in a brand refresh journey from discovering our 'why' to design presentation to a roll-out plan and brand manual.

## Freelance & Contract Work | August '18 - Feb '20

### Lecturer & Teacher | RMIT | Marketing & Digital Branding - 3-mth contract

Lecturer and Tutor in Marketing.

Tutor in Digital Branding. .

### undivide | Cloud-based SaaS company

Development of marketing strategy for GTM activities.

Development of support materials; website, presentations, online and printed collateral.

### Zion Group | Transport & Logistics company

Marketing support for GTM strategy to optimise leads and create clear brand positioning,.

### BoldHR | HR & Talent Management

Brand and website development. Brand Launch

## Access Communications | B2B electrical industry | GTV \$10-mil | Aug '17 - Aug '18

### Marketing Manager | Report to GM

**Responsible for:** All marketing activities for the company and brands.

Short-medium term marketing and communications strategy

Brand refresh

Website: Website redevelopment; design, increased functionality, SEO content. Brand refresh; design look and brand promise.

eDM program – reconnecting with customer base & increasing audience reach.

Blog & Newsletter; communicating as an industry leader, improving SEO and increasing the company's audience.

Company Catalogue; showcasing the companies 2500+ products

Sales Materials; development of marketing materials for the sales team.





### Marketing Consultant | April '17 - August '17

#### Passel | Share Economy Delivery Service

Providing promotional strategies to grow customer base

#### Dental Innovations | B2B Membership Group

Strategies and marketing collateral to reverse membership decline, engaging with select target group. Brand refresh.

#### RMIT | Sessional Lecturing: school of Fashion & Merchandising

Prepared and delivered lectures on Insights, Analysis & Reporting.

#### General Assembly | Teaching Assistant; Product Management course

Supported lead teacher to deliver lessons and mentored individual students .



### Redbubble | Online Marketplace | GTV \$143-mil | Oct '16 - March '17

#### Head of Product Development | Reported to GM | 2 direct reports

**Responsible for:** Defining and quantifying product opportunities, Scope of Work for future projects - GTV growth & profitability forecasts, resource requirements..

Achievements:

**Launched Premium Product range** to increase AOV & margin return for the apparel category. Project meet its target of \$2-million in the first year.

- **Improved customer experience (brand)** : Insights revealed 70% RB customers were once-off customers, largely unaware that they had purchased from RB. Using data and insights the brand experience was enhanced at various touch points.
- Improvement of the customer experience for product lines that had high cart abandonment. resulting in a 2% conversion increase within the first month..

20% GTV increase FY: 15/16 - 16/17

Delivered est. \$2.7mil p.a. through delivered new products.

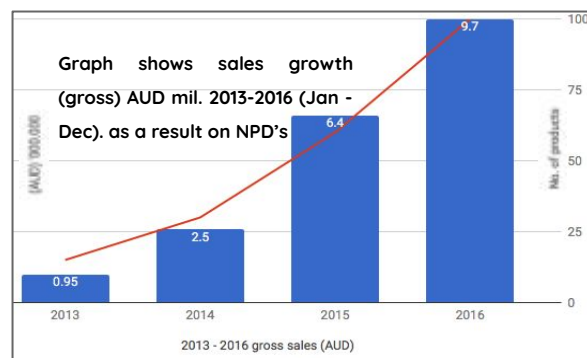
Improved customer experience of the RB brand.

### Curtis Stone | Consumer Products | GTV \$13-mil | Nov '13 - Oct. '16

#### Marketing & Product Manager | Reported to Business Owners | 1 direct report

**Responsible for:** Development & management of the Curtis Stone brand for TV Shopping channels (HSN (USA) & TSC (Canada) & Product Planning.

- Marketing & Brand Development of Curtis Stone products
- Product launch & Product Coaching for on-air appearances.
- Developed bi-monthly product collection for calendarised TV appearances.
- Developed 2-year product pipeline.
- Developed end-to-end NPD's plus redeveloped sourced product to suit brand.
- Responsible for P&L.
- International team and local team stakeholder engagement.



CURTIS STONE

**Grew sales by 288% to \$9.7mil** (HSN) over 3-year period via new product introductions.

The brand experience strategy resulted in **Curtis Stone brand to #1 on HSN (previously unranked).**

**SerraStudio | Online Marketplace business | GTV 15K | July '09 - Oct '13**SerraStudio | Online Fashion Accessory Business | July '09 - Oct '13**Business Creator & Owner**

- Product development of over 140 active sku's. Inc. end-to-end customer experience.
- Digital Strategy; promotion via marketplace & social.

**SCA Hygiene | FMCG Product Company | Sept '07 - June '08 | Maternity contract**Handee Ultra - | Brand GTV 55-mil | September '07 - June '08**Brand Manager | Reported to Group Marketing Manager**

**Responsible and succeeded in:** understanding a complete brand review & taking the learnings to create a brand plan to reverse the decline in sales and market share.

- Brand reviewing included: brand performance review, using AZTEC data, Market Research – Qual & Quan.
- Rebuild included a strengthening of the brand message and updating all consumer touch-points.

**World Kitchen | Pyrex, Corelle, CorningWare | GTV \$20-mil | May '03 - Aug '07****Consumer Marketing Manager, promoted from Brand Manager | Reported to Managing Director | 2 direct reports**

**Responsible for:** Marketing Strategy, Implementation and Reporting.

- Development all marketing & brand plans including GTM strategy.
- Product development from ideation to launch.
- Responsible for price establishment & margin return.
- Fostered relationships with key retail buyers.
- Member of Leadership Team to report on marketing metrics, review sales outcomes, establish financial forecasts and collaborate on logistics & sales issues.

**EDUCATION**

RMIT	Degree; Business (Marketing)
GA	Digital Marketing
Syd Uni	Online communities
AIM	Advertising diploma

**SKILLS**

Marketing & Business Strategy  
 Brand Development & Management  
 Stakeholder Relationships  
 Advertising & Promotion  
 Team Development  
 Negotiations  
 SEO/SEM/GA  
 EDM

Grew business & brand awareness YOY  
 Developing a range of over 140 sku's



Reversed brand decline, returning Handee Ultra to category leader.

**28% growth in value (\$54.5mil) YE '08.**



**30% sales increase '06 to '07, with margin increase.**