

AMANDA JONES

cool head. warm heart /



Gallup Strength Finder. Signature themes:

1. Strategic
2. Activator
3. Intellection
4. Self Assurance
5. Futuristic

Myers – Briggs (INTJ)

I have an original mind and great drive for implementing ideas and achieving goals. I quickly see patterns in external events and develop a long-range explanatory perspective. Committed, organised and will see it through. Sceptical and independent, I have high standards of competence and performance for self and others.

Professional + personal accomplishments that make me proud:

Senior Marketing professional with extensive experience in digital, traditional and social marketing and commercial acumen to support growth and retention of brands, project management and stakeholder management in small, medium and large profits and not-for-profits organisations. Greatest professional and personal satisfaction comes from doing great collaborative work & coaching young professionals to achieve their goals with passion, commitment, kindness and fun.

- Previous Non-Executive Director at Seniors Rights Services who provide individual advocacy, legal & education support for older people with a passionate & hardworking chairman & board, CEO, management, staff & volunteers.
- Non-Executive Director at Globalaai + an Ambassador for Change: Global Anaphylaxis Awareness & Inclusivity. The founder has turned near-death experiences into a global voice for change.
- Invited Speaker: Leading Age Services Australia, 2018 and 2019 on marketing + brand
- Invited Speaker: National Integrated Seniors Housing 2019 on brand + reputation
- Invited Speaker: Next Gen Aged Care Professionals 2019 on brand + authentic leadership
- Invited Panel: Benetas Industry Breakfast 2019 on authentic leadership
- Invited speaker:: Village Summit 2020 on personal brand + digital
- Media Publication: Aiming for real change Australian Ageing Agenda 2019
- Media Publication: Celebrating women in aged care DPS Media 2019
- Media Publication: Celebrating women in aged care Women's Agenda 2019 (Paid)
- Co-creator of social awareness campaign: #Celebratingwomeninagedcare celebrating over 100 women from 16 countries
- Competed in 2016 + 2018 Tough Mudder with team of 8
- Co-founder of Team Connect, raising funds and awareness for World Vision \$10k
- Self-published a book about listening titled 'shut up'
- Walked 200kms of the Camino de Santiago, Spain in 2017
- Drafting my next book about women & courage
- Mentoring founder of social enterprise, Acorn Network, mentoring program for health professionals
- Co-founded and sold online business providing fashionable equestrian

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2018 – Current | Mirus Australia | Chief Marketing Officer reporting to CEO and dotted line reporting to co-founder

(B2B advisory and technology privately owned firm with a goal of #makingagedcarebetter)

- Identify and build a team of 5 marketing and brand professionals to support group marketing and execute on commercial strategic plan
- Identified and designed a marketing services product to support aged care organisations with a year 1 turnover of \$300k+
- Increased year 1 brand reach by 63%
- Increased year 1 B2B lead generation by over 200%
- Member of executive team with CEO, CFO, HR + 2 co-founders

2018 – 2017 | Australian Institute of Company Directors | Head of Marketing and Brand reporting to Business Unit General Manager

(Recognised governance education provider of B2B and B2C director and senior executives)

- Assist with business requirements gathering and vendor selection of behavioural marketing technology
- Extensive people management requirements of team of 15 to support organisational change
- Implement best practice marketing frameworks to support campaign approach including PPC, SEO, eDM, Website and Landing Page optimisation

2017– 2011 | ACC TV | Marketing & Communications Director reporting to CEO

(TV Production & Education B2B membership-based provider in aged care sector in Australia, UK, NZ & Ireland)

- Conceptualised, planned and implemented internal strategy to move organisational culture from product centric to customer (member) centric to retain and grow membership across Australia and UK with turnover in excess of 12m+
- Identified and championed marketing automation and inbound marketing methodology to grow lead acquisition by 300% over 2 years and website traffic over 400% and gain internal stakeholder buy-in
- Continuous analysis of market and members to create opportunities to implement new ideas to increase sales and attract members and financial partnerships and retain membership – 97% member retention
- Annual responsibility of preparing and implementing marketing operational plan to support growth and retention strategy
- Responsibility of developing and managing media partners resulting in 1000's of dollars of public relations
- Lead all marketing initiatives & implementation of a centralised global marketing strategy to continually build brand awareness 70% of Australian market, 30% UK market
- Maintained organisational and brand identity in Australia and UK using on-line and offline promotional techniques across owned, earned, paid and employee assets and distribution channels.
- Implemented & managed global marketing calendar to include social media, tradeshow, email campaigns, press releases, and print advertising
- Member of executive leadership team and global marketing budget responsibility
- Member of capital raising team to manage internal and external communications during Information memorandum and finally due diligence for a successful acquisition for co-founders

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From 2015 – 2012 | Mirus Australial Marketing & Communications Consultant reporting to co-founder

(Financial and advisory firm to aged care providers in Australia)

- Founders requested consulting services after a partner meeting at ACC TV. As a growing business with a turnover of 5m+ the founders were looking to improve their brand equity and position in the aged care sector in Australia
- Identified, developed a refreshed brand, which better reflected the values, culture and expertise of their team
- Designed base-line reporting to assist the business monitor and manage key performance indicators and manage budget
- Managed roll-out of corporate style guidelines to ensure brand management best practice internally and with business partners
- Implemented consistent process and system to manage all new social media channels, website refresh, blogging and email campaigns to support retention and growth goals
- Managed the redesign of all offline marketing collateral including conference collateral to support the refreshed brand

2012 – 2010 | Amanda Terranova Consulting

(Small to Medium Size organisation marketing consulting)

- With a marketing partner, cofounded online business and provided marketing consulting to small to medium sized business's.

2005 – 2010 | WPPI Global Project Manager, Digital Search reporting to business unit general manager

(WPP is one of the largest media agencies in the world. Based in NYC for 5 years)

- Client facing project lead for digital campaigns including Facebook, Search Engine Optimization and Pay-per-Click for clients AT&T, Dell, Proctor and Gamble, Glaxo Kline Smith and Saks 5th Avenue
- Client facing media strategist to ensure all scoping for budget, key performance indicators, reporting and outcomes were met or exceeded.

Education/Adult Continuous Learning/Goals

- Enterprise Project Management, NYU Stern School of Business, 2004
- Leadership & Management Diploma, Australian Institute of Management, 2016
- Marketing project management essentials, Marketing Professionals, 2016
- Leadership Program, Harvard Club of Australia, 2015
- Mini MBA, Professor Mark Ritson 2018
- Australian Institute of Company Directors Course 2018