

ABOUT ME

EXPERTISE

EXPERIENCE

EDUCATION

CONTACT ME

MARKETING & CUSTOMER
EXPERIENCE EXECUTIVE

Laura Swindley



About Me

20+ years' experience across large, complex, multi-site and purpose-driven organisations operating in competitive markets during times of significant organisation change and growth.

Track record of building strong and successful brand, marketing and event engagement strategies across the entire customer journey, identifying pain points and developing unique and innovative ways to address them.

From listening and feedback through to sharing and education, utilising the power of story in driving understanding and innovation in products and services, and in building empathy to create strong brand resonance and grow acquisition and retention in new and existing markets.

An analytical yet visionary problem solver who utilises data, trends and research to challenge the status-quo and find new and innovative ways to tackle problems, while channelling buy-in from stakeholders of all levels to ensure change is met with understanding and enthusiasm.

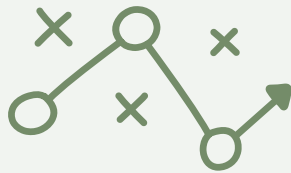
Demonstrated experience delivering successful media and communication strategies in particular in times of crisis and where commercial confidentiality/sensitivity has been required.

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A reputation as a straight shooter and an empathetic and inspirational leader who embodies trust, respect and loyalty of people to harness their motivations and optimise their contributions, commitment and enthusiasm.



Areas of Expertise



STRATEGY

- Developing and driving customer experience, communication and engagement strategies
- Fostering innovation to sustain competitive advantage
- Ability to understand diverse audiences, their needs & painpoints
- Media engagement strategy
- Multi-stream income generation



LEADERSHIP

- Engendering a strong and positive team culture
- Recruiting, motivating and coaching staff to ensure operational excellence
- Partnering with CEOs and senior executive teams to provide commercial marketing and CX leadership



STAKEHOLDER MANAGEMENT

- Negotiating and influencing at senior executive and Board level
- Ability to pivot and adapt in challenging circumstances
- Balancing diverse stakeholder needs while maximising organisational outcomes



SYSTEMS & PROCESSES

- Process mapping and re-engineering
- Marketing automation software review and migration
- CRM implementation and optimisation
- Policy creation/review



Career Snapshot



Experience

EXECUTIVE DIRECTOR, MARKETING & ENGAGEMENT ROYAL FREEMASONS LIMITED JANUARY 2022 — OCTOBER 2023

Not for profit health organisation. 16 residential aged care properties, 5 retirement living properties and in-home care services operating across Victoria. Appointed to turn around occupancy issues impacting aged care & retirement living services, drive staff recruitment leads and ensure viability and manage stakeholder expectations during a lengthy sale process.

- Increased overall residential aged care leads MOM by 10% and reduced vacancy rates in retirement living to under 5%. Strategies included:
 - Conducted customer research to better understand purchasing behaviour including focus groups and introduction of a Voice of the Customer (VoC) strategy at flagship enabling realtime customer feedback and insights across entire customer journey
 - Revitalisation of facility community engagement plans increasing localised brand awareness and enhanced resident experience
 - Targeted PR and content, increasing positive brand sentiment in regional communities
 - Review and refresh of sales collateral, landing pages and related third party directory platforms including updated staging and photography/video assets for vacant rooms/apartments
 - Review of sales process to streamline enquiries, introducing digital intake process, reducing admission delays, improving data integrity and increasing efficiency in the customer care team.
- Increased brand awareness indicated by increase in direct website traffic by more than 35% through:
 - Revitalisation of facility community engagement plans which enabled greater localised community relationships and enhanced resident experience
 - Established PR and media plan that doubled positive media coverage
- Drove 30% increase in new hires (February to August 2023). Through:
 - Digital and localised marketing recruitment campaign including OOH & participation at expos/community events
 - Revision of referral incentive program



Experience

MARKETING & FUNDRAISING MANAGER

WINDERMERE CHILD & FAMILY SERVICES
JULY 2014 — DEC 2021

Not-for-profit charitable organisation with 5 verticals, 25 services and programs operating from 10 sites across Victoria. Focus of this role was to position the organisation with a market orientation, develop a go-to-market (GTM) strategy for NDIS and childcare services, and grow donors/supporter engagement & revenue.

- Positioned Windermere as provider of choice for government funded and consumer funded services and employees. Through:
 - Introduction of a Voice of the Customer (VoC) and Employee (VoE) strategy, including implementation of framework for ongoing consumer consultation, implementation and development of customer and employee personas to aid strategy.
 - Customer Experience (CX) strategy, including journey mapping, persona development and channel optimisation strategy
 - Targeted content strategy, increasing online engagement by more than 1050%, news subscriptions by 700%
- Increased brand awareness across NDIS (200%) & childcare (300%) services across 18 month period. Through:
 - Optimised SEO strategy achieving 15% increase in organic conversions year on year
 - Reduced cost per conversion in NDIS Plan Management service by a third within 12 months
 - Launched GTM strategy for NDIS services, retaining 82.3% existing eligible customers
 - Website refresh, increasing visitation from 1500 visitors per month to more than 11,000 and conversion rate by 55%
 - Growth in email subscribers to more than 6000 subscribers and average Open Rate (OR) of 37%
- Growth in donor income year on year by average of 5.2%
 - Optimisation of CRM
 - Creation of supporter servicing guidelines to create consistency in acknowledgement
 - Introduction of biannual appeals
 - Leveraged donor/ambassador/media relationships for Kokoda Trek to achieve single trek revenue >\$100k



Experience

MARKETING & COMMUNITY ENGAGEMENT MANAGER GUIDE DOGS VICTORIA FEBRUARY 2013 — JUNE 2014

Federated not-for-profit charitable health service with 3 verticals, operating across Victoria. Appointed to deliver strong ROI on community engagement and fundraising programs, grow corporate sponsorship and micro gifts, and ensure the most trusted charity brand status was maintained.

- Increased revenue and ROI on community programs through:
 - Review of collection dog program resulting in savings of more than \$65k annually
 - Implemented KPIs in community fundraising program enabling time to be spent on higher net worth contributions
 - Coordinated Run Melbourne 2013 peer to peer event
- Increased micro donations by \$20k in first year
 - Launched The Bow Project, an untied fundraising gift program designed to tap into gift giving market.
- Increased media coverage by more than 22% across 2013-14 and retained trusted charity brand status 2014. Strategies included:
 - Established dedicated PR support driving local and state wide media opportunities including coverage at Australian Open
 - Introduction of International Guide Dog Day peer to peer campaign in collaborations with national partners
 - National rebrand enabling retention of national partnerships and unlocking corporate sponsorships opportunities
- Retained trusted charity brand status 2014. Strategies included:
 - Introduction of International Guide Dog Day peer to peer campaign in collaborations with national partners
 - National rebrand enabling retention of national partnerships and unlocking corporate sponsorships opportunities
- Grew corporate giving by 5.3%
 - Retention of major national partnerships worth \$400k annually
 - Acquisition of five new sponsorship partners
 - Introduction of volunteer engagement program including 'Dining in the Dark' experience



Experience

LOCAL INSTORE
MARKETING SPECIALIST
DECEMBER 2009 — DECEMBER 2012

EVENT MANAGER
JANUARY 2008 — DECEMBER 2009

EVENT MANAGER
BUNNINGS WAREHOUSE
JULY 2006 — DECEMBER 2007

Big box hardware retailer — more than 500 sites across Aus and NZ. Focus of role was to grow localised DIY project market and coordinate major seasonal campaigns including Christmas, Easter & Father's Day

- Achieved average increase of 22% customer transactions and category sales by more than 18%. Through:
 - Introduction of content marketing strategy centred around DIY projects
 - Redeveloped project library to align with business and brand strategy, and build on in-store and online customer experience
 - Conceptualised and developed comprehensive product launch strategy for Bunnings one-on-one project advice sessions
 - Introduction of individualised store marketing materials
- Increased overall event budget by 3% each year through supplier participation
- Achieved average increase of event attendees of 8% YOY
- Introduction of digital attendance system
- Conceptualised smartphone app to provide greater awareness of exhibitors and their products for attendees while visiting the show.



COURSES

UX DESIGN

Harness Projects

AUGUST 2020 — OCTOBER 2020

SEO FUNDAMENTALS

Ntegrity Academy

FEBRUARY 2020

CORPORATE PARTNERSHIP BOOTCAMP

Cavill & Co

SEPTEMBER 2013

SOCIAL MEDIA FOR BUSINESS

AMI

APRIL 2011

Education

MASTER OF BUSINESS (MARKETING)
SWINBURNE UNIVERSITY OF TECHNOLOGY
AUGUST 2011

BACHELOR OF BUSINESS/
BACHELOR OF ARTS
SWINBURNE UNIVERSITY OF TECHNOLOGY
1997 — 2000, PARTIALLY COMPLETED



Connect
with me

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