

GEORDIE FROST

RESUME



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geordiefrost

EDUCATION

MY FORMAL STUDIES



Curtin University

**Bachelor of Art (Internet
communications and Digital Design)**

2010 – 2011



Curtin University

**Bachelor of Commerce (Marketing and
Entrepreneurship)**

2008 – 2009



Curtin University

**Bachelor of Art (Media & Information -
Journalism)**

2006 – 2007



central
INSTITUTE OF TECHNOLOGY

Diploma in Business (Marketing)

2003 – 2004

WORK EXPERIENCE

THE JOBS THAT SHAPED WHO I AM TODAY



Digital Analyst

December 2014 - Current

Water Corporation are the principle suppliers of water, wastewater & drainage services to over 2 million people throughout Perth & WA. They have a vast digital footprint with more than 4 million visits to the website per year.

Responsibilities

Through my time at Water Corporation I have been involved in and responsible for:

- Analytics implementation and management
- Data-driven strategic recommendations
- Optimisation and personalisation
- Email and social media marketing
- Content creation and management
- Customer-centric UX design
- Front end development
- Graphic design
- SEO/AdWords



Digital Specialist

June 2012 - December 2014

Bang Online is a specialist digital marketing agency, combining technical intelligence with marketing know-how. Bang Online services businesses locally, interstate and overseas and prides itself on being on the cutting edge of digital.

Responsibilities

Some of my responsibilities at Bang Online include the strategy, creative, design, implementation and reporting of the following:

- Account management
- Web design
- Analytics and optimisation
- Email marketing
- Social media
- SEO/AdWords

WORK EXPERIENCE

THE JOBS THAT SHAPED WHO I AM TODAY



Director of Design

October 2013 – July 2017

Halcyon Creative is a boutique branding agency, with almost 20 years combined experience in public relations, marketing, branding, design, creative copy writing, web content, web design, blog management, photography and event management.

Responsibilities

As a founding partner of Halcyon Creative my responsibilities are quite varied and include:

- Account management and stakeholder relations
- Managing suppliers
- Analytics and optimisation
- Web design
- Graphic design
- Email marketing
- Social media



Curtin University

Online Communications Coordinator

January 2010 – January 2012

Curtin University is one of the largest and most diverse tertiary institutions in Asia Pacific, with over 160,000 alumni from all over the world.

Responsibilities

Some of my responsibilities at Curtin University included:

- Web design
- Graphic design
- Email marketing
- Social media
- Event coordination

MY SKILLS

THESE ARE SOME OF THE THINGS I'M GOOD AT



Optimisation

I am a specialist in conversion rate optimisation and am passionate about testing, learning and making data-based decisions. I have run hundreds of split and multivariate tests with different platforms including Optimizely and Adobe Target.



Analytics

I have had years of experience with both Google and Adobe Analytics in all elements including implementation, management, reporting and optimisation.



Personalisation

Tailoring the customer experience to the individual is critical to improving engagement. I have had many years of creating personalised content, emails and marketing campaigns that have driven terrific results.



SEO/SEM

I have experience creating and implementing SEO strategies and AdWords campaigns for numerous clients. This includes identifying keywords, reworking website copy, optimising page titles and link building.



Email Marketing

I have designed, coded, managed and sent email marketing campaigns for dozens of clients with lists into the millions. I am well versed in Campaign Monitor, MailChimp, AWeber and Active Campaign



Social Media

I have developed and implemented both advertising campaigns and growth hacking strategies on virtually all social platforms including Facebook, Twitter, LinkedIn, YouTube, Instagram and Snapchat.



Content

I have strong writing skills that have been applied to writing copy for websites, emails, social media and blog posts. Additionally I am familiar with numerous CMS' including Sitecore, Wordpress, Joomla and Drupal.



HTML/CSS

For almost 10 years I have been designing and coding email templates, landing pages and full websites in HTML and CSS. My work is always mobile first and designed to maximise the user experience.



Graphic Design

In addition to strategy and coding I have a great deal of experience in graphic design. Mostly focused on digital assets, I have designed websites, emails, social media layouts, logos and much more.

APPLICATIONS

THESE ARE SOME OF THE APPLICATIONS I AM HANDY WITH



Google Analytics



Data Studio



Tag Manager



Adobe Analytics



Zapier



Photoshop



Illustrator



InDesign



Dreamweaver



XD



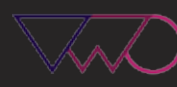
Sitecore



Wordpress



Optimizely



VWO



Shopify



Campaign Monitor



Mailchimp



AWeber



Active Campaign



Hootsuite



Survey Monkey



Typeform



Usabilla



Qualtrics



Marketing Cloud

... And many, many more