AURACHAN

DIGITAL MARKETER & SOCIAL MEDIA SPECIALIST

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Tempe - NSW

PROFILE

I am an entrepreneur who is obsessed with digital marketing. I have worked across the marketing domain in two of my own businesses and at AgriWebb, the 2016 Australian Startup of the Year. I am process and data-oriented, but I believe the best results come when we understand our customers and connect with them as people. I have experience defining, executing, managing and analysing campaigns across multiple channels to help increase company brand awareness and lead generation. I am seeking a role where I can apply my current knowledge and be challenged to learn and experiment with new marketing methodologies.

SKILLS

- Instapage
- Mailchimp
- Autopilot
- Wix Editor
- WordPress
- Creative
- Copywriting
- Google Analytics
- Ad-words
- Social Media Platforms
- Trello - Monday - Asana
- Sprout Social - Buffer - Hootsuite - Planoly
- Time Management
- Working effective with diversity

EXPERIENCE

WAYU

Wayu showcases the art, culture and talent of Colombian artisans focusing on handmade and eco-friendly accessories to an Australian audience. My main learnings have been how to run both the digital and physical aspects of an e-commerce business.

Creative Director (Mar/2019 – present)

- Created the Wayu e-commerce site using Wix Editor
- Manage physical inventory
- Define & develop product marketing campaigns to increase sales
- Plan and execute yearly events to showcase products at festivals and markets
- Build a community on Instagram to drive brand awareness and engage with potential customers

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AGRIWEBB

With a mission to deliver the digital future of agriculture, AgriWebb helps livestock farmers understand and improve their businesses. They are the fastest-growing livestock software in the world, with offices in Sydney, London and Colorado, and have won numerous awards, including the Australian Startup of the Year in 2016.
I joined when they had less than 20 people and was one of two in the marketing team. Our challenge was to find how to engage farmers in rural Australia through digital marketing.

Outreach Manager - Aug/2019 – Mar/2020

- Managed AgriWebb outreach strategies
- Developed professional relationships with businesses and individuals
- Collaborated with the marketing team on standardisation, design and production of marketing materials
- Implemented thought leadership campaigns to build brand awareness, company trust and authority
- Managed company public profiles to ensure consistency and accuracy
- Worked effectively with team members to identify metrics and KPIs across all channels

Digital Marketer - May/2017 – Aug/2019

- Built and managed AgriWebb's social media presence
- Responsible for design through to delivery of marketing campaigns to drive company growth
- Introduced tools and practices to systematise the marketing process including Sprout Social, Monday, Planoly
- Created landing pages and blog posts
- Identified customer segments and positioned the brand to communicate value to them
- Monitored and analysed data from Google Analytics and Sprout Social for future campaigns optimisation
- Worked with the development team on product launches
- Monitored trending topics to curate relevant content
- Worked on keyword research to support content, campaigns and SEO
- Managed the AgriWebb Facebook Forum to engage customers through weekly posts

Key Achievements

- Defined and implemented AgriWebb's social marketing strategy
- Grew the Facebook audience from 1,536 to 4,692 and Instagram from 401 to 3,501 during that time
- Increased customer engagement through the creation of a monthly newsletter with open rates of 40%
- Championed a Facebook customer forum, attracting 70% of users with a consistent average engagement rate of 50%
- Promoted AgriWebb hashtag on Instagram making it grow from 48 pictures to 1034

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GO SPANISH

While working at a Spanish school, I noticed an opportunity for experience-based conversation classes and started a business around this. Experiences included watching and discussing Latin films, attending art exhibitions, discussing current affairs, yoga classes and other cultural activities. Each of these was conducted in Spanish, helping students with conversations, vocabulary and pronunciation.

Founder - Oct/2015 – Oct/2019

- Created campaigns and educational content to engage potential customers
- Created performance ads for search engines and social media
- Developed, planed and coordinated events to enhance customers' experience
- Designed marketing material for events
- Managed social media, hosting and Google accounts
- Maintained and updated the mailing database
- Conducted keyword research and web statistics reports in order to have a better understanding of how to attract customers and optimise campaigns
- Designed, build and update the website

Key Achievements

- Started my own business! I ran 12 events per year with 10 total attendees per event and a recurring student rate of 40%
- Defined and implemented social media strategy to engage subscribers and potential clients through the website and mailing list
- Learnt tools and techniques to run an online business, attract and retain customers and organise physical events

EDUCATION

Persuasive Writing
University of Sydney | 2018 | Sydney

Advanced Google Analytics course
Google | expires May 2021 | online

Ecommerce course
Google | expires May 2021 | online

Tag Manager Fundamentals course
Google | expires May 2021 | online

Google IQ Test
Google | 2018 | online

Digital Marketing Course
General Assembly | 2017 | Sydney

Certificate III in Business Administration
TAFE | 2011 | Sydney

Bachelor Degree in International Relations and Political Studies
Military University | 2010 | Bogota

Referees Available Upon Request

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SOME OF MY FAVOURITE PROJECTS

AGRIWEBB

Biosecurity campaign

I was the lead of AgriWebb biosecurity feature campaign. The aim of the campaign was to educate the agriculture community about on-farm biosecurity and the practises farmers could apply to minimise the risk of a disease outbreak and how they could document biosecurity plans in AgriWebb. The business goal was to encourage people to join our mailing list to retarget them later.

Check it out: www.agriwebb.com/biosecurity

UNITED FOR COLOMBIA

Facebook Community Page

United for Colombia is a Facebook community page that I created in October 2012 to keep the Colombian community informed about the peace process between the oldest revolutionary group and the government in Colombia. After the agreement between both parties in 2016, I decided to continue with the initiative to highlight important events in Colombian current affairs. The page has nearly 3000 followers and continues to grow.

Check it out: www.facebook.com/Unidosxpaz/