

Hello



Kathleen Catchpole

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About me

I'm a twenty something Brisbanite who has a passion for communication, customer centricity and marketing.

With over eight years experience in marketing, communications and brand, **I am excited for a new challenge.**

My interests



travelling



reading



field hockey



music (alt. rock)



gaming



technology

My name is Kathleen Catchpole and this is my resume...

Short summary

Recently appointed the Senior Manager, Marketing and Communications for a division of the Toll Group. I am responsible for developing and delivering the divisions marketing & communications strategies and providing support to the division's six industry groups across 10 countries.

I have a Bachelor of Multimedia majoring in Internet Marketing and am extremely proficient in using Microsoft Office and various design software including Adobe Creative Suite.

Experience overview

- Jul 2017 - Present **Senior Manager, Marketing Communications**
Toll Global Logistics
- Jul 2014 - Jun 2017 **Marketing Communications Advisor**
Toll Resources & Government Logistics
- Jun 2012 - Jun 2014 **Marketing Communications Officer**
Toll Remote Logistics
- Jan 2011 - Jun 2012 **Marketing Communications Manager**
TTGroup Communications

Education overview

- 2009 **Bachelor of Multimedia/Internet Marketing**
Griffith University
- 2005 Completed Year 12
St Paul's Anglican School, Bald Hills

Skills & technology overview

Adobe Creative Suite

InDesign	<div style="width: 90%;"></div>
Photoshop	<div style="width: 95%;"></div>
Illustrator	<div style="width: 90%;"></div>
Dreamweaver	<div style="width: 60%;"></div>
Professional	<div style="width: 85%;"></div>
Premier Pro	<div style="width: 50%;"></div>
LiveCycle	<div style="width: 70%;"></div>
Flash	<div style="width: 40%;"></div>

Languages

XHTML/HTML5	<div style="width: 85%;"></div>
CSS	<div style="width: 80%;"></div>
XML	<div style="width: 65%;"></div>
JavaScript	<div style="width: 45%;"></div>
ActionScript	<div style="width: 30%;"></div>
PHP	<div style="width: 20%;"></div>

Microsoft Office

Word	<div style="width: 95%;"></div>
PowerPoint	<div style="width: 90%;"></div>
Excel	<div style="width: 85%;"></div>
Outlook	<div style="width: 80%;"></div>
Visio	<div style="width: 75%;"></div>
Publisher	<div style="width: 70%;"></div>
SharePoint	<div style="width: 65%;"></div>

Other

PC	<div style="width: 90%;"></div>
Mac	<div style="width: 50%;"></div>
Joomla	<div style="width: 75%;"></div>
Dynamics	<div style="width: 60%;"></div>
VideoScribe	<div style="width: 85%;"></div>
Prezi	<div style="width: 95%;"></div>

My experience in detail...

July 2017

Present

8,000 employees

350+ sites
(across 10 countries)

July 2014

June 2017

2,500 employees

100+ sites
(metro, regional & remote)

Training:

- Miller Heiman Strategic & Conceptual Selling
- Anecdote's Storytelling for Leaders
- Customer Service - Train the Trainer
- Lean Six Sigma - Yellow Belt Training

Senior Manager, Marketing & Communications

Toll Global Logistics

I have recently been appointed as the VP - Marketing and Communications for Toll Global Logistics within the Toll Group. This division employs over 8,000 employees in over 10 countries and operates in the retail, FMCG, healthcare, industrial, resources and government industries.

Reporting to the Head of Strategy and Transformation, the role is responsible for developing and delivering on the marketing and communication strategies for the division.

Responsibilities:

- Develop and deliver the marketing strategy across verticals and regions
- Develop and deliver the internal communication strategy to a diverse workforce
- Deliver innovative communication and marketing collateral
- Design and produce graphics, presentations, brochures and other communication and marketing collateral
- Write editorials and articles for internal and external publications
- Photo-manipulation for use in brochures, tenders and proposals
- Videography for internal videos including filming, editing and publishing.

Marketing Communications Advisor

Toll Resources & Government Logistics

I am currently working for a division of the Toll Group, which has six businesses that operate in the oil & gas, mining and government industries.

Reporting to the CEO - Toll Resources & Government Logistics, the role is responsible for developing and delivering on the marketing and communication strategies for the division. It is also responsible for leading the division's customer centricity program.

Responsibilities:

- Developed and delivered the division's communication and marketing strategies
- Ran and managed the division's customer centricity program
- Delivered innovative communication and marketing collateral
- Reported on the business development activities using a CRM (Dynamics)
- Designed and produced graphics, presentations, brochures and other communication and marketing collateral
- Wrote editorials and articles for internal and external publications
- Photo-manipulation for use in brochures, tenders and proposals
- Videography for internal videos including filming, editing and publishing.

Achievements:

- Successful roll-out of new communication channels (videos & newsletters)
- Successful roll-out of a new innovation initiative, the TRGL ThinkTank
- Leading the customer centricity program for the division which includes speaking to customers, measuring the businesses Net Promoter Score (NPS) and customer service training. Marketing & Promotions Officer

My experience continued...

June 2012

June 2014

700 employees

10+ sites
(metro & remote)

January 2011

June 2012

80+ employees

2 sites

Marketing Communications Officer

Toll Remote Logistics

A business apart of the Toll Resources & Government Logistics division. This role reported to the General Manager and was responsible for the development of all marketing and communication initiatives including tender management.

Responsibilities:

- Tender management including writing ensuring key messages are communicated
- Writing communication pieces for internal and external publications
- Ensured proper alignment of brand across the business
- Development of graphics for use in tenders and proposals
- Photo-manipulation for use in brochures, tenders and proposals
- Website maintenance and development.

Achievements:

- Participated in numerous teams for large tender submissions
- Designed, developed and managed a micro-site for a helicopter project and provided weekly statistics of website usage

Marketing Communications Manager

TTGroup Communications

Worked for TTGroup Communications (now Azentro), a leading Queensland Telecommunications company who specialises in phone systems, video conferencing, data networks and other ICT equipment.

Reporting to the CEO, this position gave me the experience in developing marketing strategies, event organisation and furthered my experience in design and social media management.

Responsibilities:

- Development of the businesses marketing strategy
- Designed and produced marketing collateral
- Event organisation and management
- Website & social media management and development
- Developed and managed of all Email Marketing
- Managed the marketing funds through co-ops and sponsorships

My experience continued...

September 2009

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September 2010

Backpacker

European Travel

After graduating university, I took twelve months off to backpack around Europe visiting over 15 countries and also managing to tour through Egypt.

May 2009

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September 2009

Graphic Designer

Freelance

December 2008

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February 2009

Advisor (Organisation Communications)

Department of Main Roads (RoadTek)

Worked within the RoadTek communications team. I was responsible for creating a new corporate identity and developing the guidelines for internal and external use. I was also responsible for designing and developing templates, documents and other pieces of collateral.

December 2007

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December 2008

A/Project and Events Coordinator

Department of Main Roads

Worked within the corporate area of the Department of Main Roads. I was responsible for developing, designing internal and external documents, presentations, interactive games and other collateral. I also provided branding and corporate identity advice and assisted in event management (community event and road openings).

August 2008

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September 2008

Intern (6 weeks)

George Patterson Y&R