

PROFESSIONAL SUMMARY

Highly experienced in the development of digital education and training resources, tools and products in Healthcare

- I have 10 years' experience developing digital education and training solutions, in collaboration with doctors (clinicians, researchers), that empower them with the tools (platforms), knowledge and skills needed to access digital resources that help them deliver the best possible patient care.
- I build trusted stakeholder relationships by understanding, motivating and connecting with doctors (clinicians) and have an ability to facilitate and translate ideas and opportunities into real-world measurable outcomes to improve healthcare.
- I bring these ideas and opportunities to life by conducting user research and analysis, building training programs, and designing and developing websites (in collaboration with clinicians) that are fit for purpose. This results in the delivery of clinician centred digital (education and training) products and experiences that support them to thrive in a digital healthcare environment.



SKILLS AND SYSTEMS

AGILE: Certified Agile Project Management (Foundation).

ANALYTICS: Experience with analytics tools including Google Analytics and Survey Monkey as well as applying analytical techniques to create reports and communicate results to support business decision-making. Created significant improvements and measurable benefits by identifying, proposing, initiating and leading significant improvement to the onthewards website.

CHANGE MANAGEMENT: Experience developing implementation plans for organisational requests for change. Ability to evaluate risks to services and products (including availability, performance, security). Take initiative to suggest improvement to organisational processes and procedures. Experience leading the assessment, analysis, development, documentation and implementation of changes based on requests for change projects and stakeholders.

DIGITAL MARKETING: Experience using employee and audience insights to identify industry trends and

needs to commission content from influencers. Conduct market research, and maintain survey information, including lessons learned from previous projects and events. Develop creative and innovative ideas for campaigns. Develop and deliver targeted digital and multi-channel communication campaigns to get key messages across and reinforce the organisation's unique selling points key messages and brand for onthewards website and conferences. Apply tools such as Google Analytics and Mailchimp to measure the effectiveness of external web and digital campaigns.

DIGITAL COMMUNICATIONS: Extensive experience using digital communications tools, developing communications messages and measuring audience engagement, effectiveness and impact of programs. Experienced in the use and development of visual and audio elements including videos, podcasts, webinars and infographics to communicate, inform and educate target audience. Experience in working with stakeholders to develop digital communications plans.

EDITING: Editorial duties, including sub-editing and commissioning of content to be published across a range of digital platforms, as well as creating editorial guidelines and processes.

ELECTRONIC DIRECT MAIL: Experience with Mailchimp and Informz. Running email marketing campaigns end-to-end, managing email databases and creating newsletters. Design and implement direct email marketing campaigns. Analyse campaign performance including open rates.

FINANCIAL MANAGEMENT: Responsible for finances and control of IT assets and resources used for the provision of onthewards website and conferences. Experience using MYOB platform.

KNOWLEDGE MANAGEMENT: Experience writing and updating procedures and reference material for websites and external platforms including developing guided flows stepping users through the completion of tasks. Development of templates related to standard work procedures. Ability to collaborate and participate in meetings with direct and cross-functional teams to define project objectives and requirements. Extensive experience in gathering, analysing, understanding materials and resources required to complete a project goal, including documentation, flows, user feedback and input from teams and stakeholders. Extensive experience working with CMS to manage retrieval, storage, and delivery of information and documentation.

PROJECT MANAGEMENT: Experience setting organisational strategy governing the direction and conduct of a project such as onthewards website and conferences. Experience developing and leading project plans, scheduling, controlling and reporting activities for strategic, high impact projects. Manage risk and ensure that solutions to problems are identified and implemented in line with appropriate processes.

RESEARCH & ANALYTICAL SKILLS: Experience in constructing questionnaires with Survey Monkey tool, analysing results, preparing results and

presenting insights and recommendations for strategic and action planning. Questionnaires include employee engagement surveys, 360 peer review surveys and conference feedback surveys.

Experience in tracking and analysing Google Analytics and preparing reports on user statistics and metrics.

SOCIAL MEDIA: Experience working in social media at the Australian Medical Association. Developing strategy, preparing content and creating engaging social content and posts for media platforms including Facebook, Twitter, Instagram, LinkedIn. Developing editorial calendar and coordinating publishing schedule. Extensive knowledge of building a large social media presence for onthewards. Engaging experts and influencers to develop commissioned content to increase brand reach.

STAKEHOLDER MANAGEMENT: Excellent communication and collaboration skills with an ability to build long-term, strategic relationships with all level stakeholders (internal and external) including web developers, editorial and digital teams as well as business partners, client organisations. Act as a single point of contact and facilitate access to colleagues and subject matter experts. Ability to maintain a strong understanding of industry and business needs and trends to ensure that customers and partners are offered products and services aligned to trends and their strategic programs. Ability to influence stakeholders to negotiate win-win outcomes by acting on relevant feedback and as moderator for relationships.

TECHNICAL SKILLS: Experience in web publishing and CMS including WordPress for onthewards and Drupal at UNSW as well as using the graphic design platform Canva, as well as MS Publisher and social media management platform, Hootsuite. Experience in website design, UX, video production, editing and all post-production using Filmora software. Experience with tools including Survey Monkey and Trello, Basecamp, Sharepoint and MS Teams 365 for project management.

EXPERIENCE

onthewards

Co-Founder and Operations Manager

Responsibilities

- Business strategy planning, governance, budgeting, negotiating partnerships and contracts
- Talent management and negotiated over 100+ in kind and voluntary relationships to deliver educational outcomes
- Re-design and re-develop website and grow user base to 20,000 per month
- Conference producer and manager with over 300 attendees, speaker acquisition and sponsor engagement
- Manage IT assets and resources
- Production of media kit and conference sponsorship prospectus
- Web content strategy, CMS management, Digital communications and EDM engagement
- Reporting and analytics of web data and metrics utilising Google suite
- Established of not for profit organisation, trademark and logo trademark
- Chair the organisations' meetings including AGM
- Consult and work with the organisations' committee, core team and contributors to identify and then implement technological and process improvements to ensure education and the platform is efficient and fit for purpose

Achievements

Established Medical Education, Not for Profit Charity, for medical students and junior doctors – Manage day to day operations, lead and support team of volunteer clinicians to develop educational content, develop annual content calendar, digital campaigns for educational resources. Negotiate annual partnerships and sponsorships. Develop and implement governance structure.



May 2014 – present

MEDICAL DEANS AUSTRALIA AND NEW ZEALAND

Communications and Events Officer

Responsibilities

- **Communications** — Management of organisation's website and social media platforms, develop organisation's website and social media content
- **Marketing Material and Promotional Plan** – Development of promotional material for the Medical Schools Outcomes Database for distribution to all 21 Australian medical schools, including flyers, infographics, presentations, social media messaging, stakeholder messaging and newsletters.
- **Virtual Events** — Lead and deliver all aspects of virtual Medical Deans Annual Conference including post-production. Develop processes, procedures, briefs in relation to newly established medical education webinar program, as well as lead all aspects to successfully implement and deliver webinars.
- **Knowledge Management** – Produced CMS User Guide for on-boarding new and training existing staff.

Achievement

- Establishment of medical education webinar program



Dec 2019 – October 2020

AUSTRALIAN MEDICAL ASSOCIATION, NSW

Doctors in Training, Liaison Officer

Responsibilities

- **Stakeholder management and liaison** — NSW Local Health District Chief Executives, Directors of Medical Services, Directors of Clinical Training, JMO Managers, Doctors in Training. Development of engagement plan for NSW public hospitals for NSW Hospital Health Check Survey and coordination of annual hospital visits.
- **Key communiques and event management** — EDM, communiques and 2017 NSW Doctors in Training Awards
- **Secretariat** — NSW Doctors in Training Committee



Nov 2016 – June 2018

POST-GRADUATE MEDICAL RESEARCH, PRINCE OF WALES HOSPITAL (POWH) CLINICAL SCHOOL, UNIVERSITY OF NSW

Administration Assistant

Responsibilities

- PhD and Masters Research admissions and Scholarships admissions, student liaison, managed of annual progress reviews



June 2015 – July 2016

SYDNEY CHILDREN'S HOSPITAL NETWORK

Paediatric Education Manager

Responsibilities

- **Program Manager** — Greater Eastern Paediatric Training Network Paediatric Training and Education Program including written and clinical paediatric exams



Jan 2014 – Oct 2014

PREVOCATIONAL TRAINING & EMERGENCY MEDICINE, ROYAL PRINCE ALFRED HOSPITAL

Education & Recruitment Coordinator

Responsibilities

- **Exam site coordinator for Australasian Fellowship Exam** — Australasian College of Emergency Medicine
- **Education Programme Development** — Coordinated and evaluated Junior Medical Officers training programmes
- **Evaluation Tool** — Established 360-peer review Survey Monkey feedback tool for term assessment and teaching program evaluation
- **Event Management** — Coordination and marketing educational workshops, orientation program career events and trial exams, speaker and attendee liaison. Acting on networking and partnership opportunities
- **Secretariat** — General Clinical Training, JMO Network 1 and Prevocational Education Committees
- **Recruitment** — candidate liaison for Emergency and Intensive Care Department annual recruitment campaign, independent interview panel member



Jan 2013 – June 2015

CUSTOMER SERVICE, BT FINANCIAL GROUP

Change and Employee Engagement Manager, Communications



Feb 2010 – Jan 2013

Responsibilities

Internal Communications — Editing, sourcing images, EDM, content coordination for in-house radio station, maintain SharePoint intranet site

Employee Engagement

- Coordinate Quarterly awards across three business units
- Introduce Career Development forums, product, educational information sessions to national BT Contact Centre
- Develop employee engagement surveys, analysis and present recommendations to senior management for strategic and action planning
- Chair, Voice of the Employee (VOTE) engagement forum

Change Management — Develop and roll out Change Management and Communication Plan for Stability Project and transition to Earthrise impacting 400 staff.

Achievements

- Developed Employee Engagement and Communication Plan across national BT Contact Centre resulting in Net Promotor Score increase from 78 to 81, in 2011
- Internal Communications—Supporting three business units, with 400 employees, Heads of Business delivering strategic communiques, quarterly Town Hall updates

MANAGEMENT SOLUTIONS BUSINESS UNIT, JONES LANG LASALLE

Learning and Development Coordinator



June 2008 – Feb 2010

Responsibilities

- **Learning & Development** — Communications and reporting for Business Unit national training program
- **Stakeholder Management** —Training providers and vendors for delivery of training

ENERGY & SUSTAINABILITY, JONES LANG LASALLE

Administration Manager

Responsibilities

- **Project Coordination** — Prepare project proposals, scoping, schedule and coordinate roll out, contracts and SLAs
- **Project Financial Management** — Fee scheduling, management reports, contractor fees and reporting

INFRASTRUCTURE & RESOURCES, THE GEORGE INSTITUTE FOR GLOBAL HEALTH

Administration, Event and Officer Manager

Sept 2001 – May 2008

Responsibilities

- **Administration Management** — Infrastructure and Resources senior management team, line manager of four staff
- **Project Management** — \$4M office refurbishment, staff relocation incorporating procurement, office fit out and space allocation for 200 staff

Event Manger

- Created best practice event manual, policies and procedural guide for employees
- Event Management of 39th Ten-day International Teaching Seminar on Cardiovascular Disease Epidemiology and Prevention for the World Heart Federation, liaison for 40 international clinicians, 10 international medical teaching faculty and other international and local research course, seminars and events

Personal Assistant to Director & Secretariat — Epidemiology & Biostatistics

- Secretariat — proposals, presentations, research for grant applications, proof reading, stakeholder liaison

EDUCATION

- **Certified Agile Project Management (Foundation)**, APMG International, NSW
- **Certificate IV Training & Assessment**, Australian Skills Quality Authority, NSW
- **Essential Skills in Medical Education**, International Association for Medical Education
- **Graduate Diploma of Management – Scholarship (Event Management)**, University of Technology, NSW
- **Diploma of Business**, Australian Institute of Management, NSW
- **Graduate Diploma in Arts** (Modern Languages), University of Melbourne, VIC
- **Bachelor of Arts (Visual Arts)**, COFA, University of NSW

REFERENCES

- Available upon request