

ANGELA KASPUTTIS

📍 Bentleigh, 3204

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SKILLS

Highly Organised, Results Driven, Passionate, Positive Attitude, Creative, Team-Player, Fast Learner, Adaptable, Flexible, Excellent Attention to Detail, Time Management Skills, Proof-checking, Leadership, Networking, Event Hosting and Training.

WordPress, Event Management, Videography, Photography, Microsoft Office, Hotjar, Salesforce, Project Management, Canva, Adobe Creative Suite, Search Engine Optimisation (SEO), Google Ads, Google Analytics, Brand Strategy, Rebranding, SWOT Analysis, Social Media, Facebook, Instagram, LinkedIn, Twitter, YouTube, TikTok, Hootsuite, Print Marketing, Blogging, Copywriting, Sales, Sponsorships, Donations, Digital Media Marketing, Stakeholder Relationships, Budgeting, EDM, Mailchimp, Search, Engine Marketing (SEM), Data Analytics, B2B Marketing Strategy, B2C Marketing Strategy, Marketing Plans, Google Business Profile (GBP), Marketing Calendars, SMS Marketing, Marketing Communications, Social Media Strategy, Content Creation, Artificial Intelligence, SMS Marketing, Scriptwriting.

EDUCATION

2019 -RMIT- Post Graduate Certificate Marketing – Completed (Grade- Distinction).

Deakin University- Bachelor of Arts- Professional Writing and Media Arts -Completed.

Caulfield Grammar- Wheelers Hill Campus- VCE completed.

PROFESSIONAL MARKETING EXPERIENCE

Le Mans Entertainment

Nov 2023- Present- SALES DIVISION

2007 -2018 (10+ YEARS) MARKETING MANAGER (Full- time)

- Designed content for digital media, social media and traditional marketing campaigns.
- 10 years of experience in retaining customer memberships.

- Successfully attracted 200+ customers at one expo to subscribe to Le Mans weekly newsletter.
- Managed marketing communications and created marketing strategies across three brands.
- Produced, Co-wrote and Project Management professional videos for social media.
- Promoted educational marketing materials to schools for Safe Driving Program and AF1GP.
- 10 years of experience in marketing to multiple target markets including children and adults.
- Maintained and created organic and paid content for Facebook, Instagram, Twitter, and YouTube
- Created engaging video posts for social media with 160,000+ views.
- Wrote and Produced several 30 second VO scripts for TVC screened at Village cinemas and Channel 10 news breakfast.
- Launched, maintained and wrote content for Le Mans's four websites using WordPress.
- Wrote and published weekly content for e-newsletters.
- 10 years of experience with attracting and sustaining stakeholders through B2C and B2B campaigns.
- 5 years of experience with sustaining sponsorships with junior sporting teams and sporting stadiums.
- 5 years of experience with negotiating contra arrangements with third party contractors.

PROFESSIONAL MARKETING EXPERIENCE

MC Dental & Dendy Village Dental

2019-2023- MARKETING MANAGER for five dental locations. (Full-time)

- Managed and maintained three websites via WordPress.
- Produced a 15 second video commercial for MC Dental website, Village Cinemas advertising.
- Rebranded Dendy Village Dental to MC Dental by deadline.
- Created content for EDM campaigns.
- Created social media posts (organic and paid ads)
- Managed stakeholder relationships with suppliers, sponsors, contractors, distributors, patrons and Influencers.
- Co-designed new WordPress website for MC Dental.
- 4 years of experience with assisting with Google Ad campaigns and writing ad copy.
- Created and managed new website content for SEO purposes. Optimised 10+ webpages.
- Organised educational materials and dental visits to kindergartens.
- Co-wrote, filmed and project management video shoots for dentists profile videos and educational videos in multiple languages.

