



NATALIE ANDREWS

MARKETING AND COMMUNICATIONS
PROFESSIONAL



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About Me

Highly skilled Communications Specialist with over a decade of experience in the media and communications industry. Hard working and high achieving in fast paced environments. Skilled at implementing creative campaigns with a strong audience focus.

Experience

NDA Communications 2023 - current

Freelance Communications professional

NDA Communications offers services in copywriting, brand management, email marketing, brand strategy and content writing.

Charles Darwin University | Accommodation Services August 2022 - present

Marketing and Communications Officer | Part-time

Achievements

- Led a web refresh of International House Darwin on Wordpress– this involved redesigning the UX, creating up to date content and updating photography and videography with branded photoshoots.
- Update the cyclone communication plan to residents at IHD so up-to-date and clear communication can be sent to students in an emergency.
- Write articles featuring current and alumni residents.
- Social media management of International House Darwin Facebook and Instagram pages.

Australian Broadcasting Corporation (2016 - 2022)

Marketing Coordinator

Develop and implement marketing campaigns to increase brand awareness, audience acquisition and retention of selected ABC programs. Curate social and digital content for Facebook, Instagram and fortnightly EDMs.

Achievements

- Team leader in a national newsletter campaign this included an audit of our audience through feedback surveys, refresh of creative assets and acquisition strategy for new audience.
- Manage a local TV and social campaign featuring our Breakfast presenter in 2019. This campaign had a social reach of 329k and an engagement rate of 17.6%. These curated posts allowed us to reach our target of 100,000 followers in 2019.
- Increased subscription rate of newsletter subscribers in 2018 and 2019 by 80% through localised activation campaigns.
- Project lead for the ABC NT's 70th Birthday in 2017 - this included a free family fun day in Civic Park, managing publicity visit from Jimmy Giggle to the children at Royal Darwin Hospital.
- Project coordinator for the rebrand for 105.7ABC Darwin to ABC Radio Darwin in January 2017.
- Led a national publicity campaign for ABC iview in 2018.

Australian Broadcasting Corporation (2011 - 2016)

Radio producer

- Produce content for ABC Radio Darwin (2014-2016)
- Produce content for ABC Pilbara, ABC South West, ABC Albany and ABC Radio Perth (2011 - 2014)

Previous employment includes:

- Seven West Media, Bunbury, Newspaper Cadet Journalist for Bunbury Herald and South Western Times. 2011
- Fremantle Media, Contestant Wrangler, Production Assistant 2011 - 2013

Education

- Bachelor of Communications majoring in Broadcasting and Journalism, Edith Cowan University, 2008-2010
- Emerging Marketers Program Mentee: Australian Marketing Institute, 2022
- Digital Graphic Design: RMIT University, January 2023

IT Skills

Squarespace | WordPress | Drupal | Microsoft Office | MailChimp | Salesforce | Meltwater | Facebook (Meta) | Instagram | Google Analytics | Khorus | Canva | Photoshop elements.

CASE STUDIES

CDU StudyStays

At the start of semester 2, July 2023 – Charles Darwin University was forecasting more than 800 international students would be arriving in Darwin to commence their higher education studies.

CDU StudyStays, an online noticeboard that connects students with accommodation providers. StudyStays is a platform software that CDU have an annual subscription, which was severely underutilised. Prior to campaign commencement CDU StudyStays had only 3 listings. By the end of the campaign, it has had more than 100 rooms available for CDU students.

Challenges:

- Any staff from CDU who had experience with the StudyStays platform had left the University. Most supporting material (ie FAQ's, webpage descriptions) hadn't been touched for fine years.
- Unfortunately, in the lead up to the campaign an international student died when they were attacked in a home invasion, timing-wise this was a tricky thing to navigate as we needed to make sure our offering showcased that we support 'safe and secure' accommodation.

The solution:

- Promote CDU StudyStays in a three-stage approach: (1 - internally, 2- targeted stakeholders (multicultural groups, Menzies), 3 - the wider Darwin population.
- Paid social ads, radio ads, specific web-landing page, internal comms and letter dropping.
- Media release and facilitating interviews to raise awareness of StudyStays.

Services provided: Communication and Marketing strategy | PR | Media support | Community and stakeholder engagement



Outcomes

- Effective stakeholder management both internally and externally.
- CDU StudyStays ended up with more than 60 listings, equating to more than 100 rooms available for students.
- Brand new up-to-date FAQ's for both the students and the general public.
- Extensive local media coverage (ABC, NT News, Territory FM, Mix, Hot 100, NT Independent) First week showed a potential audience reach is 38.5 million and the advertising value at \$368,118

International House Darwin (IHD) web-design

Services provided: Communication and Marketing strategy | Copywriting

International House Darwin is Charles Darwin's University's only on-campus accommodation required a web refresh and overhaul of their content offering.

From researching similar providers around Australia I was able to improve the UX, reassess the content that is included and provide instant actionable suggestions.

That included; being mobile-first, adopting paperless applications, build a communication plan for the website. This is to help steer the staff when it comes to including additional content on the website (blogs, Q&A's, event coverage)

During the website refresh – I was able to draw on the diverse residents and include them in promotional videos and photos for the website.



Outcomes

- Staff transitioned adopting paperless applications, banking slips.
- Made sure the material provided to prospective students is mobile first.
- Promote other CDU accommodation options on the website. So, students can find out about our Katherine and Alice Springs facilities and Guest Accommodation.
- Promote our Guest Accommodation with academic stakeholders in the community (ie NT Health, Flinders University etc.)
- Provide room information that is relevant and appropriate for the residents/prospective students.
- Focus on quality, fewer, bigger better when it comes to content featured on the site.