

# ALICIA NORTON

Results Driven Communications, Marketing & PR Professional

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I believe that fantastic communication implemented in a strategic manner is vital for an organisations success. I take pride in my excellent communication skills, both written and verbal and my ability to consistently provide quirky creativity delivered in a professional manner to every project that I take on. I am passionate about working with brands and organisations whose impact on communities help to build an exciting and positive world of the future.

## **Education:**

Bachelor of Communications (February 2010 – December 2012)

Major in Media and Culture, sub-major in Public Relations - University of South Australia

### **Key Skills**

Digital & traditional marketing  
Project management  
Brand management  
Public relations  
Budget management  
Campaign reporting

Copy writing  
Event management  
Public speaking  
Corporate sponsorship  
Leadership and mentoring skills

### **Technical Knowledge**

Adobe Suite including Photoshop and InDesign  
WordPress & a range of proprietary CMS  
Media Monitoring

Microsoft Suite (PC & MAC)  
Digital Analytics  
Database Management  
SEO & SEM  
CRM Systems

## **Professional Experience:**

### **No Lights No Lycra**

*NLNL is a global dance community providing an inclusive and non-judgmental place for people to explore this notion. NLNL brings people together to experience freedom of self-expression and joy.*

[www.nolightsnolycra.com](http://www.nolightsnolycra.com)

September 2019 – Current

### **Communications and Partnerships Manager**

- Responsible for increasing engagement, attendance and site development for the global community
- Building partnerships across corporate and government sector
- Implementation of CRM system and additional processes on behalf of brand
- Creation and execution of marketing strategy for ten year anniversary on behalf of the brand, capturing eight major markets across Australia

### **Asian Restaurant Concepts**

*An Australian based restaurant group that provides an eclectic mix of Asian-style cuisine to suit different palates. Currently own Noodle Box & Wokinabox*

[www.noodlebox.com.au](http://www.noodlebox.com.au) | [www.wokinabox.com.au](http://www.wokinabox.com.au)

April 2017 – September 2018

### **Marketing and Communications Manager**

- Reporting directly to the Head of Marketing

- Management of all marketing and communications components for quarterly campaign roll outs across network
- Social media strategy management across franchise network
- Management of advertising budget with spend across television, radio and digital outlets
- Development and execution of loyalty program growth and retention strategies
- Implementation of Zoho CRM platform across two brands
- Implementation of franchise specific social media platform, SOCI, throughout national franchise network
- Mentoring and training co-workers in the use of Zoho and SOCI
- Management of guest relations and customer service strategy
- Empowering individual franchise partners to create and implement targeted, cost effective marketing strategies that suit their specific location
- Development of monthly reporting mechanisms to determine the success of key campaign components

#### **Achievements**

- Year on year increase in sales of 15% across both brands with introduction of exciting new campaigns, deals and products
- Introduction of social media and loyalty communications calendars where none previously existed
- Increased engagement with loyalty program resulting in eDM open rates at around 25% (industry average is 19%) with deals and offers being redeemed regularly in store.
- Increased loyalty program sign-up by 10% in first quarter of 2018 across both brands
- Growth of audiences across all social media outlets for both brands
- Reduction of response times for customer service enquires via the implementation of streamlined procedures with 99% of issues being resolved in less than 24 hours
- Increased engagement amongst network of franchise partners, key to the successful execution of marketing strategies in a franchised business

#### **Lightforce Australia**

*Leading manufacturer of sporting and driving light products, manufactured in Australia and exported to over 50 countries Internationally with major contracts with both the Australian Defence Force and US Marines.*

[www.lightforce.com](http://www.lightforce.com)

April 2013 – April 2017

#### **National Communications, Media & PR Manager**

- Reporting directly to Marketing Manager
- Development and implementation of strategies for online marketing and communications
- Website management via CMS, utilizing Google Analytics to monitor and report
- End to end marketing for seven complete national & international product launches covering the European, American and Asian markets
- Preparing, editing and submitting press releases including working with editors of mainstream and industry publications, in both the print and digital space
- Management of \$1M annual advertising budget across print, digital and television
- Production of copy for press ads, catalogues, training manuals and award submissions

#### **Achievements:**

- Increase of social media engagement (including Facebook, Twitter, YouTube & Instagram) with a defining achievement being the organic growth of the Lightforce Facebook page from 5,000 to over 50,000 in less than one year. Additional growth was achieved in the period following

- Acquisition of major sponsorship partners with brands including Nissan Motorsport and Australia Zoo in addition to developing and maximising relationships with industry influencers
- Increased engagement and lowered bounce rates achieved by website redesigns for the three brands under the Lightforce umbrella
- Consistent positive coverage and product placement for the Lightforce brand within key media outlets
- Two successful awards submissions with Good Design Australia

### **Dbusiness Events**

*Leading Adelaide Events Company delivering events seamlessly and creatively.*

[www.dbusinesssevents.com.au](http://www.dbusinesssevents.com.au)

July 2012 – December 2013

### **Events Coordinator (part time)**

- Coordination of volunteers for several high-profile events including 3 Day International Event (South Australian Horse Trials), Nature Foundation Walk for Nature and MS Mud Run. With up to 300 volunteers at the Horse Trials over 3 days.
- Assistant stage management and floor management at events including Ronald McDonald House Fundraiser, Julian Burton Burns Trust Fundraiser and South Australian Restaurant and Catering Awards

### **BSS Light Audio Visual**

*Hire and sales of a wide range of technical AV equipment.*

October 2010 – April 2013

### **Marketing Coordinator (part time)**

### **Freelance & volunteer:**

- 2018 - current Social Media Management & PR for high profile entertainment client Georgie Carroll, assisting her to leverage regular performances on the Network Ten show, Have You Been Paying Attention
- 2018 - current Production and management of Comedy Fringe Duo 'Cheryl & Chardee' for a sold-out Adelaide Fringe Festival season at Raj House
- 2017 - current Voluntary marketing & communications for [Bike Melrose](#) community sports organisation in the Southern Flinders Ranges, South Australia
- 2016 NYE Count Down 'As Live' Recording (Channel 44) – Greenroom presenter  
[The Raucous Caucus \(Channel 44\)](#) – Staff Writer (four episodes) and Head Writer (one episode)
- 2015 [Uraidla and Summertown Country Show](#) (2016 South Australian Community Event of the Year) – Entertainment and Marketing Coordinator.
- 2015 - current [Adelady](#) – Contributing Writer for women's lifestyle website
- 2015 - current [Scenestr](#) – Features and Review Writer

### **Academic Achievements / Awards**

- Member of Golden Key International Honours Society
- Recipient of full travel and study scholarship for cultural exchange - Çanakkale Onsekiz Mart University, Turkey – April 2012