

# ELISE HUNTER

## STRATEGIC MARKETER

I am a professional marketer with over ten-year's experience in the B2B education and technology sector across Australia, New Zealand, & UK. My expertise span the full spectrum: brand building, traditional, digital, and data-driven marketing. From conception to execution, I have launched brands into new and international markets. During my career, I have taken great pride in fostering lasting professional relationships. My passion is building exceptional teams and helping them achieve their professional and career goals.

ELISECHUNTER@ICLOUD.COM    LINKEDIN.COM/IN/ELISE-HUNTER-31131593

### EXPERIENCE

#### Data and Marketing Association (UK) | July 2023 - Present

##### Director of Marketing

The DMA is the UK's largest trade association representing the data and marketing industry with over 700 member organisations. As the Director of Marketing, I work across departments to ensure the alignment between strategy and execution across the organisation.

My responsibilities include:

- Overall brand custodian ensuring visibility and consistency across all markets/channels, and ensuring the achievement of the highest creative standards.
- Managing a team of 10 made up of designers, marketers, and tech.
- Develop and oversee the brand, content, and marketing strategy.
- Create and oversee an organisation-wide, integrated content road map, supported by our 12 Councils and Committees made up of industry experts.
- Our entire customer experience from our CRM, CMS, through to the membership experience and journeys in our LMS.
- Develop business intelligence dashboards to demonstrate key brand and content performance metrics to share with the SLT and other key stakeholders.

#### Writer's Toolbox | 8 Years

##### Head of Marketing

During my tenure, I have contributed to exponential company growth, increasing from three customers to over 400, establishing Writer's Toolbox as a market leader in the NZ and Australian EdTech industry. In my role, I'm responsible for all aspects of marketing including brand, strategy, data-driven and digital planning, financial oversight and team management.

My achievements include:

- Managing and overseeing corporate rebrand.
- Three website relaunches from ideation to launch

### ACHIEVEMENTS (CONT.)

- Leading internal digital transformation and marketing technology implementation.
- Designing a new account-based marketing programme to retain Top 50 accounts.
- Achieving highest team feedback score within the leadership team.

### EDUCATION

2017-2018

Auckland University of Technology

Master of Business | Marketing & Corporate Social Responsibility | First Class Honours | [Dissertation](#)

2012 - 2014

Auckland University of Technology

Bachelor of Business, Marketing and Communications

### INDUSTRY QUALIFICATIONS

- 2020    Advanced Digital Marketing (B2B) | ADMA
- 2020    Digital Marketing Strategy - Executive Education Course | University of Auckland (UoA)
- 2018    Google Analytics Academy
- 2018    AUT Shadow a Leader Programme | Colmar Brunton

### RECOGNITION & AWARDS

- Honouree at NZ Hi-Tech Awards 2022 | Most Innovative Hi-Tech Creative Technology Solution
- Company Finalist for NZ Hi Tech Awards 2021 | Most Innovative Hi-Tech Creative Technology Solution
- Company Honouree for Webby Awards, 2021 | Best User Experience
- Vice Chancellor Scholarship (tuition fees towards a future PhD and an annual stipend of 30k NZD).

### REFERENCES

- References available on request.

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### Write that Essay | July 2018 - 2021

#### Marketing & Event Manager (Australia/NZ)

The objective of my role at Write that Essay was to drive new business results through events and marketing, deliver improved marketing ROI and grow the size and skillset of the marketing team.

#### My achievements included:

- Delivering multi-channel & digital campaigns yielding 30% conversion to new B2B sales.
- Increasing event attendance from 10 to over 250 attendees; with continual high satisfaction rating.
- Developing new protocols, plans, reporting, KPIs, briefs, and other key documentation from scratch, substantially improving quality and efficiency of marketing.
- Growing the team three-fold and introducing a new marketing skills programme.

### Auckland University of Technology Teaching/Research Assistant | 2018

During my Master's degree I worked as a teaching and research assistant, responsible for teaching marketing to undergraduates and contributing to research projects

My achievements included:

- My students being awarded three of the five end-of-year project awards for best marketing initiatives.
- Supported my Masters Supervisor on two published papers in A-ranked journals.
- Facilitated relationships between students and NZ businesses with the opportunity to present marketing campaigns.

### Chumkriel Language School | 2015 Marketing Volunteer

After my undergraduate degree, I spent 8 months living and working in Kampot, a rural town in Cambodia. My role was to train their staff to successfully secure grants and attract donors through marketing, social media, and content development.

My achievements included:

- Assisting in the securing of \$40,00 USD in annual and one-off grants and funding
- Introducing a new marketing strategy for the school to drive future funds
- Successfully training local leadership team members in foundational marketing.

### TEAM 360 ANONYMOUS FEEDBACK

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*Elise is fully committed to ensuring consistency with the Writer's Toolbox brand. Her fine detail and creative skills around this are exemplary and always at the forefront of her operations.*

*People respect Elise's ideas and clear communication, which means things get done more quickly.*

*If you show her your work, Elise will always acknowledge it in some way. Even if you help a teammate, it never goes unnoticed.*

*Elise clearly has a wealth of knowledge about the product and vision of Writer's Toolbox which allows her to align her marketing strategies with the direction of the company. She brings a vibrancy and energy to the office which I think is always very much appreciated*

*Elise has had a great year of huge growth. She is a vitally important member of the leadership team who makes a significant contribution. Her insight, her dedication, and her push for us to be the best possible in what we do—these are qualities that we all benefit from.*

### INTERESTS

My passion is baking, which has proven popular with my colleagues and is a hit at the family birthday parties. When I'm looking for a social activity, tennis is my go-to. Although, I can be a tad competitive when challenged to a round of doubles. My professional and personal interests align through music, art, and design.

Ever since my time in Cambodia, I have remained in close contact with the organisations and individuals I worked with. I continue to contribute annually, and pre-COVID would visit bi-annually with a group of supporters.