

Anfernee Chansamooth

Marketing professional

To empower creativity, freedom and connection so that together we can make a positive difference in the world.



Experience

Marketing Consultant

Simple Creative Marketing 2016 – Present

Assisting small business owners to build their presence and engage their audience online, so that they can grow their impact. Outsourced content creation, consulting and training.

- Marketing and sales
- Business strategy and development
- Product and service development
- Team training, recruiting and staff development

Marketing Lead

Hub Australia 2014 – 2016

Founded in 2010, Hub Australia aims to provide a flexible work space for growing businesses with the resources and learning opportunities to scale their business for long term success. Hub Australia has 3 locations – Sydney, Melbourne and Adelaide.

As Marketing Lead, Anfernee was responsible for developing and working closely with local teams to implement marketing campaigns that attracted and retained members.

- Implemented company-wide quarterly campaigns to align marketing and sales activities
- Spearheaded implementation of member referral program.
- Negotiated and managed national partnerships
- Developed and coordinated lead generating activities across distributed team, including programming, partnerships, referrals, direct response and content
- Ensured consistent brand presence across digital and print assets and at each physical location

Skills

Professional

Digital Marketing	■■■■■
Strategic Planning	■■■■■
Business Development	■■■■■
Project Management	■■■■■
Business Coaching	■■■■■
Online Community Management	■■■■■
Strategic Partnerships	■■■■■

Technical

Blog/ Content Writing	■■■■■
Social Media	■■■■■
Podcasting	■■■■■
Google Analytics & Adwords	■■■ ■

Personal

Public Speaking	■■■■■
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Social Media Marketing Consultant

Kaboom Training

2010 – 2012

Kaboom Training was a digital marketing agency specialising in Facebook advertising, online strategy and training for small business.

Key responsibilities:

- Marketing and sales
- Business strategy and development
- Product and service development
- Team training, recruiting and staff development

Global Project Manager

Hewlett Packard

2007 – 2009

The Hewlett-Packard Company or HP provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors. HP Employs over 331,800 staff (2012) worldwide and operates in more than 170 countries around the world. HP's 2012 Fortune 500 ranking: No. 10

Key responsibilities:

- Delivered global process standardization and business improvement initiatives across HP global call centres (China, India, Costa Rica)
- Project management (DMAIC, PMPi)
- Stakeholder communication
- Training development and delivery
- Leadership development and mentoring

Note: For additional work history and volunteer experience refer to [Linkedin profile](#).

Content Writing Samples

- Huffington Post: [What Every Mumpreneur Should Know Before Starting a Business](#)
- Huffington Post: [Why LinkedIn Is the Most Powerful Marketing Tool of the 21st Century](#)
- Ghost writing: [How Joel Runyon does “the impossible” and built two six-figure blogs along the way](#)

Education

Diploma of Digital Marketing

Shaw Academy

2016 – 2016

Bachelor of Business, Computing & Info Management University of Western Sydney Campbelltown

2001 – 2004