



CHRISTOPHER TALIA

DIGITAL MARKETING EXPERT WITH PROVEN RESULTS ACROSS DIVERSE INDUSTRIES

With over a decade of experience spanning Gaming, Retail, Property, Legal, Manufacturing, and Finance, I bring a deep understanding of digital and traditional growth strategies. Combining a Bachelor of Business (Marketing) with expertise in AI, social media, AR/VR/XR, branding, and data analytics, I deliver measurable success. Highlights include increasing email subscriptions by 137% through event-driven marketing, boosting social media engagement by 46% during key campaigns, and driving a 32% year-on-year increase in foot traffic for major retail activations. Passionate about consumer behaviour and leadership, I thrive on crafting innovative strategies that elevate brands and drive growth.

EXPERTISE

Management Skills
Digital Marketing
Negotiation
Critical Thinking
Leadership

QUALIFICATIONS

Bachelor of Business (Marketing)

Bond University
2014


Social Media Marketing (Online Course)

Hootsuite Academy
2023

Certificate II in Security Operations

ISTA (International Security Training Academy
2010 & 2016

CONTACT

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EMPLOYMENT HIGHLIGHTS

2024 - 2024

Marketing Manager

Areal Property Group

As the Marketing Manager at Areal Property Group, I lead a team of 3 whilst overseeing international virtual assistants, Sales, Rental, Leasing, and Business Development Teams. On a daily basis, my communication and business acumen take lead in the ongoing growth of Areal.

2022 - 2023

Marketing Executive - Gaming

Crown Resorts (Melbourne, VIC)

This position has been instrumental for my professional development as it has provided direct insights into the operations of a international corporate organisation as well as the multi-cultural customer base that visits Crown Resorts.

2021 - 2022

Marketing Coordinator

Pacific Epping | QIC (Melbourne, VIC)

Pacific Epping is one of the north-west prominent shopping centres, and my time there showed me why. With endless possibilities, marketing applications where only limited by imagination. During my time, I ran multi-national campaigns, retailer workshops and events, plus a host of consumer based marketing.

2018 - 2020

Programme Manager


STEP (London, UK)

Over the course of 16 months, and across two positions (Marketing Executive and Programme Manager), my time at STEP introduced me to my first Global organisation. My time at STEP saw me working on campaigns across the Globe, as well as attending and speaking at conferences. In addition, I set up the marketing foundation for the Employer Partnership Programme that is still being implemented today.

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EMPLOYMENT HISTORY

Areal Property Group


Marketing Manager

January 2024 - May 2024

 At Areal Property Group, I was required to be a dynamic and results-oriented Marketing Manager offering my extensive experience leading a team of 3 and managing international virtual assistants (VA's), Sales, Rental, Leasing, and Business Development Teams. The key focus of the business is to drive innovative marketing strategies and execute key projects including website launches, system integrations, proposal presentations, promotional videography, event management (In-Room Auctions), social media campaigns, and client-facing marketing material redesign. With Areal Properties four office locations spanning Melbourne, managing external stakeholders, and collaborating across departments to achieve business objectives is paramount.

 As the Marketing Manager at Areal Property Group, I have achieved results that include;

- Consolidation of marketing activities and process to enhance the support given to 4 office locations across Melbourne as well as the corporate brand.
- Manage a team of 3 direct reports and 12 indirect reports (International Virtual Assistants). In addition manage inter-department teams including Sales, Rentals, Leasing, Business Development and Corporate.
- Conceived, implemented and executed several projects including a new Website launch, restructuring of marketing processes, system integrations, proposal presentations, promotional videography and event management.
- Implemented new virtual and in person Auction process that gained steady month-on-month growth, growing by an average of 27% each month.

 Duties that I undertake include, but are not limited to;

- Managing 12 social media platforms across 4 offices and corporate, ensuring consistent brand messaging, content quality, and engagement strategies tailored to different audiences and regions.
 - Integrating local and international customer behaviour insights into marketing campaigns to optimize targeting, messaging, and conversion rates.
 - Rolling out new processes and marketing support material across departments, coordinating with Sales, Rental, Leasing, and Business Development Teams to ensure alignment and effective implementation.
 - Conducting regular ROI (Return on Investment) reviews to evaluate the performance of marketing initiatives, analysing key metrics, and adjusting strategies to maximize effectiveness and efficiency.
 - Monitoring all fiscal information related to marketing activities, managing budgets effectively, tracking expenditures, and providing financial reports to senior management to support decision-making and budget allocation.
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KEY SKILLS UTILISED

- Team Leadership
- Strategic Thinking
- Time Management
- Creative Thinking
- Financial Acumen
- Negotiation
- Campaign Management
- Digital Marketing


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EMPLOYMENT HISTORY CONTINUED

Crown Resorts (Melbourne, VIC)


Marketing Executive - Gaming

November 2022 - November 2023

 In July 2022, Crown Resorts, Melbourne's leading Casino and Entertainment precinct, was sold and purchased by a US multi-billion-dollar investment group, Blackstone. I was employed on a contract base to assist the Gaming Marketing team, execute and produce campaigns and promotions across the gaming floors (casino). Since starting in November 2022, I had planned and overseen 7 major campaigns and promotions, each with a budget of over \$150,000, 6 minor promotional offers and over 10 ad-hoc projects. Working at Crown Resorts has truly shown me the scope of a multi-billion-dollar corporation and how intricate the network within Crown Resorts is.

 As the Marketing Executive - Gaming at Crown Resorts, I have achieved results that include;

- With the first promotional offer that I was given to introduce to the market to attract lost visitors due to Covid behaviour, I was able to achieve results of 127% above the expected conversion. With that result, an additional roll-out of the promotional offer has continued to run the following months.
- Managed campaigns, events, presentation, and deliverables across 8 internal departments, 4 external suppliers and senior management team.
- Worked closely with internal departments to construct marketing campaigns including the Studio, Digital Marketing, Legal, Maintenance and VIP Service departments.

 Duties that I undertook included, but are not limited to;

- Create and manage all campaign files including checklists, timelines, post-campaign, real-time tracking reports, plans and briefs.
- Manage all internal departments to ensure assets are delivered within a timely manor whilst ensuring deadlines are being adhered to.
- Inspect all campaign assets, proof documents (including eDM's and DM's) to ensure Crown Resorts brand guidelines are being upheld.
- Work with regulatory offices (Responsible Gaming) on all campaigns and check that all practices are correct.
- Conduct department briefs for upcoming campaigns and promotions and work directly with each department head throughout the process.


KEY SKILLS UTILISED

- | | |
|----------------------|-------------------------------|
| • Project Management | • Interpersonal Communication |
| • Leadership | • Networking |
| • Time Management | • Campaign Management |
| • Creative Thinking | • Teamwork |


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EMPLOYMENT HISTORY CONTINUED

Pacific Epping | QIC (Melbourne, VIC)

Marketing Coordinator

July 2021 - November 2022

Pacific Epping is one of many properties owned by QIC, a leading property investment group in Australia. I initially joined Pacific Epping as a contractor, assisting the Marketing Manager with general campaign administration, but based on my work, I was offered a full-time placement. Whilst at Pacific Epping, I gained a tremendous appreciation for the retail industry, specifically, the close retailer relationships that can be formed, along with consumer satisfaction. My time at Pacific Epping saw many personal and professional achievements including upskilling my communication skills (undertook LinkedIn Learning courses), creating large scale interactive campaigns and generating genuine retailer relationships. All elements of my time at Pacific Epping encompassed new challenges, experiences, and opportunities.

As the Marketing Coordinator at Pacific Epping, I achieved results that included;

- Implemented the One in a Minion portfolio sales promotion campaign at a local level, which later won the Brand & Partnerships category for multi-centre award from the Shopping Centre Council of Australia (SCCA).
- Became the expert across multiple new platforms on a national level that included the website (SiteCore), traffic counter (SkyFii), eDM planner (MailChimp) and social media management tool (Hootsuite).
- Managed and oversaw multiple large-scale video productions for campaigns, including NAIDOC Week celebrations, One in a Minion and UNIQLO retailer launch event.
- Generated a foot-traffic counter on the direction from the General Manager and Centre Manager that outlined and analysed all foot traffic trends and data from 2017 - 2022.

Duties that I undertook included, but are not limited to;

- Created, implemented and managed countless local campaigns and promotions including key cultural events such as NAIDOC Week celebrations, Pride Week, Diwali, Ramadan/Eid, Lunar New Year, Easter and Christmas.
- Worked with and managed external agencies and contractors including Creative Studio, Videographer, Photographers, Social Media Agency, Events Teams and numerous suppliers.
- Managed the monthly sales reporting that included all sales, foot-traffic data, retailer feedback and campaign ROI details.
- Conducted daily centre walks, retailer check-ins and services briefings (security, maintenance and cleaning).
- Introduced new interactive marketing campaigns and concepts in centre such as Augmented Reality, Mechanical displays and even a Roller Skating Rink.
- Worked with all departments on a regular basis to assist with any duties, as well as responded to all emergency calls within the centre.


KEY SKILLS UTILISED

- Creative Design
- Campaign and Project Management
- Social Media Marketing
- Teamwork
- Website Design
- Photography
- Interpersonal Communication
- Analytical Thinking


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EMPLOYMENT HISTORY CONTINUED

Melbourne Market Authority (Melbourne, VIC)

Marketing & Communications Officer (Contract)

March 2021 - July 2021

 The Melbourne Market Authority (MMA) operates the largest wholesale market for fruit, vegetables and fresh cut flowers in Victoria. Here I worked on several campaigns including government tender submissions, national retail focused programs, social media engagement campaigns, in-market activation activities and much more. One of the key functions I worked on was the national A Better Choice! Campaign that was overseen by 3 entities, the MMA, Fresh State and Fresh Markets Australia. For this program I worked as the key liaison for the MMA and worked on streamlining activation and resource allocations, the 2 year marketing plan, user experience channels and more. This position left me with unparalleled experience as I was able to create multiple new strategies for activation and engagement within the market and externally.


 As the Marketing & Communications Office at the Melbourne Market Authority, I achieved results that included;


- Using Social media platforms LinkedIn, Facebook & Instagram to increase reach and awareness by an average of 140% across all social media platforms through video engagement.
- Using a multi-channel marketing campaign delivered across Text, EDM and Website to showcase new projects and information.
- Create a 12-month Marketing and Business plan for the A Better Choice! Campaign including all financials and messaging activities.
- Increase EDM open rates from 14% to 36% for the A Better Choice! Program engagement.
- Engaging with retailers across Victoria and created marketing content in-stores and on site, including an interactive drone video walk through of the Melbourne Market.

Australian Tyre Traders (Geelong, VIC)

Marketing Manager (Contract)

March 2020 - September 2020

 Australian Tyre Traders (ATT) is a manufacture and wholesaler of 3 main brands including Harvest Tyres (Agricultural Tyres) Haulmax Tyres (Truck Tyres) and Halitrax Tyres (Industrial Tyres) that operates Australia wide. As the Marketing Manager, I was left with unparalleled experience as I reported directly to the directors of ATT. Due to COVID-19, I had to adapt all marketing communications to the changing environment. From an organisation perspective, marketing solutions needed to be shifted from a brand and product promotional strategy to an emotional support strategy that showcased how the business was able to support our dealers, and their customers, no matter what. With that, I was able to create marketing campaigns around a business support model that captured audiences across Australia. Our partnership involvement with a new program (Haulmax Wingman Program) generated an increase of 123% in signups over the 6-month period that lead to an increase in sales revenue of over \$100,000 during the sixth month.


 As the Marketing Manager at Australian Tyre Traders, I achieved results that included;

- Created a 6-month Social Campaign using LinkedIn, Facebook, Twitter and Youtube
- Created and implement new strategies and campaigns for all brands and services
- Set up a the Haulmax Wingman LinkedIn Showcase page and Facebook page to promote to our audience
- Created and update existing catalogues, reports, and analytical presentations
- Worked with external agency to update all websites (3 websites in total)
- Used sales and customer data to drive new regional engagement campaigns and EDM campaigns


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EMPLOYMENT HISTORY CONTINUED

STEP (London, UK)

Programme Manager – Employer Partnerships Programme

July 2019 - February 2020

As the Programme Manager for the Employer Partnership Program I was given valuable learning experiences. One key element of my position was to introduce new strategies and developments from a CEO level. This position allowed me to gain experience in presenting ideas and strategies to the board of directors, as well as the entire organisation and then following on with the implementation of the strategies. In addition, I continued to work with on-the ground intermediaries across the globe to ensure the presence of the Employer Partnership Programme continued to gain exposure. I was fortunate enough to receive opportunities to travel throughout the UK and abroad to visit stakeholders, speak at conferences, and to strengthen partner relationships. Furthermore, I was able to implement a clear and achievable marketing solution that would meet business objectives of increasing exposure on a global scale.

As the Programme Manager at STEP, I achieved results that included;

- Re-design strategies to increase user engagement using survey user-data
- Implement new strategies and campaigns to allow for a two-way communication with users
- Set up a department LinkedIn Showcase page and create all content including blog posts
- Update existing market facing material including brochures, handbooks and guidelines
- Update and restructure website content and information
- Implement new user experience strategies including data-driven e-mail campaigns
- Construct growth-hacking strategy using user-data and experience information
- Manage end-to-end delivery of annual forum including logistical support
- Assist larger department with additional marketing support for other conferences, courses and initiatives

STEP (London, UK)

Marketing Executive (Contract)

August 2018 - July 2019

Before moving across to the Employer Partnership Programme, I was employed on a contract basis as a Marketing Executive. Whilst working as a marketing executive, I had the opportunity to not only learn and utilise new programs but to also work on campaigns across the globe. System programs that I learnt and worked with included Salesforces CRM and e-mail services. In addition to learning these new skills, I had the opportunity to work on campaigns across all stages including inception, strategy, planning, implementation and reviewing. The two main campaigns that I worked on whilst in this role was STEP's Distance Learning course campaign and the STEP Asia Conference. Both campaigns required local market knowledge, local logistical support and creative influence. Alongside this role, I worked closely across the departments including the Special Interest Groups, Employer Partnership Program and Events. Having those relationships allowed me to assist in additional conferences and events.


As the Marketing Executive at STEP, I achieved results that included;

- Manage and oversee several marketing campaigns across multiple regions including Australia, Mauritius, Switzerland, Asia, the Crown Dependencies and the across the United Kingdom
- Construct strategic marketing campaigns to ensure enrolment numbers for active courses and attendance numbers for upcoming events
- Implement a IMC using traditional, direct, influencer and advertisement channels
- Create html e-mail marketing communications for each campaign using Exact Target
- Analyze current and past advertising performance to ensure an efficient use of budget is made
- Create content and plans for all external and internal marketing channels including social media
- Coordinate external agencies for design, communications and merchandise materials
- Assist with additional campaigns within the marketing team and across external teams


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EMPLOYMENT HISTORY CONTINUED

JCB Europe (London, UK)

Marketing Coordinator (Contract)

June 2018 - August 2018

Duties that I oversaw included;

- Communicate and assist all European branches with marketing material
- Re-design of current marketing material & sales promotion strategies
- Coordinate external agencies for both PR & Communication materials
- Conduct an analytic audit of all card member spending patterns to create a new marketing strategy for potential new and existing revenue streams
- Assist the Marketing Director in the implementation of a new global website design and strategy based on a UX approach

iQ Student Accommodation (London, UK)

Marketing Executive(Contract)

May 2018 - June 2018

Duties that I oversaw included;

- Communicate with sites managers and area managers for the design and development of all marketing creative and promotional equipment
- Organisation and coordination of events across the UK including development of merchandise
- Raising of Purchase Orders through the Yardi system
- Research and organise new communication channels through external suppliers
- Send out weekly internal "Spotlight review" e-mail

Australian Tyre Traders (Melbourne, VIC)

Brand Manager

May 2016 - January 2018

Duties that I oversaw included;

- Design, create and organize third party printing of annual product catalogues, POS assets and merchandise
- Provide sales trends and campaign analysis and create campaigns based on sales behaviour
- Manage 8 social media platforms across; Facebook, Twitter & Instagram
- Set up & manage Haulmax Tyres Social Media platforms
- Attend & present at Field Days & training events across Australia
- Oversee all marketing and advertising expenses

References available upon request.