

# NARELLE SCHUH

## COMMUNICATIONS & MARKETING

### CONTACT INFO

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### PROFILE SUMMARY

#### BA Communications - Journalism/PR

Highly organised and detail-oriented Communications & Marketing Specialist. Extensive experience in digital and print content development and project management. Skilled in developing and implementing customer/stakeholder engagement strategies.

### SPECIALISATIONS

- Health • Tourism • Food • Property • Not-for-profit
- Associations/government

### SKILLS & COMPETENCIES

#### Editor, writer, designer - digital and print

- Websites, EDMs, blogs, social media, magazines, marketing collateral, annual reports, government and business reports, award submissions, media releases, advertisements, speeches.

#### Brand strategies

- Evaluation, repositioning, communications and marketing plans, language and design style guides.

#### Project management

- Strategic planning, problem solving and budgeting.

#### Event management and marketing

- Conferences small and large, membership events, corporate functions, online courses including CPD.

#### Technology

- PC and Mac, MS Office, Wordpress, Drupal, CMS, CRM, Campaign Monitor, Mailchimp, Google Analytics, Canva, PicMonkey, LinkedIn, Facebook, Instagram, Twitter, Little Hotelier, OTAs.

- High-level communication skills, detail-focused, deadline driven, organised and accountable.

### PROFESSIONAL EXPERIENCE

#### COMMUNICATIONS AND MARKETING SPECIALIST

##### One dog, two ducks Communications, Noosa Shire 2018 - Now

- Sunshine Coast Hinterland community marketing
- Clients: Kin Kin Community Group (KKCG), Black Ant Gourmet@Kin Kin General Store, Mayan Luxe Villas, Country Noosa, Noosa Community Biosphere Association, Queensland Independent Property Agents
- Websites, social media, PR, event promotion, brand development, problem solver
- Monthly editorial contributor to the *Cooroy Rag* and *Cooroora Connect*

#### COMMUNICATIONS AND MARKETING MANAGER

##### Institute of Public Administration Australia (IPAA), Sydney 2017

- Strategic planning and management of IPAA's proposed new digital presences
- Membership, event and training course promotion
- Website, EDMs, social media and corporate documentation

##### Australian Institute of Food Science and Technology (AIFST), Sydney 2016-2017

- Strategic marketing/communications planning focus for repositioning AIFST as the leading membership organisation for food industry professionals
- Produced new website, new bi-monthly *food australia magazine*, EDMs, social media, marketing collateral
- Marketing/comms plans, budgets, stakeholder engagement strategies, re-branding, annual Convention, member events
- Sourcing and management of external communications and design agencies

##### Australian Society of Orthodontists, Sydney 2014-2016

- Re-branding Australia's largest specialist association to achieve awareness of the role of orthodontists and the difference between a dentist and an orthodontist
- Launched and managed all aspects of the ASO's website, social media, publications, public relations and marketing initiatives

#### EDITOR THE NSW DOCTOR - MANAGER, WEBSITE

##### Australian Medical Association NSW, Sydney 2009-2014

- Re-launched monthly magazine with fresh design and content, significantly increasing member and consumer engagement and attracting substantial advertising revenue
- Launched new AMA membership website

#### MANAGER, GOSSIP PUBLIC RELATIONS

##### Full Service Communications Agency, Sydney 2005-2009

- Clients: Paul Hartmann P/L, Migration Agent's Registration Authority, Roche Diagnostics Australia, Pharmacy Guild of Australia (NSW), Sydney Cricket and Sports Ground Trust, Sydney International Aquatic Centre, Sydney Convention and Visitor's Bureau, Gerard Partners Real Estate, Marrickville Council