



Portfolio

kylie muriale

marketing | brand | communications

Hello

Ever the lifelong learner, I remain at the forefront of big, bold creative ideas. I am continually expanding my expertise in marketing, branding, public speaking, and writing.

As Principal Consultant, I bring over 15 years' experience across mining, engineering, tourism, Indigenous enterprise, professional services, and the not-for-profit sector. I partner with purpose-driven organisations to help them gain clarity, cut through the noise, and connect deeply with their audiences.

Once serving as the Group Marketing Manager at a global mining services company - [Schlam](#), but having also worked with brands such as [Movember](#) and [Mandoon Estate](#), I expertly harness my diverse skill set to orchestrate dynamic campaigns that resonate with audiences on a meaningful level.

Drawing from my wealth of experience, I navigate the ever-evolving landscape of industry trends with finesse and intuition. Through my ambitious vision and 'bigger picture' approach, I transform challenges into opportunities, driving growth and brand awareness.

In every initiative I undertake, my commitment to excellence shines through, propelling Schlam and other businesses to new heights of success and distinction in the competitive market landscape.



Kylie

Design

I have worked on a variety of design projects, including, logos, capability statements, annual reports, and product catalogues. I am proficient in using Adobe Creative Suite and Canva Professional to create in-house content. I am passionate about design and consistently produce high-quality documents and assets.



<https://schlam.com.-Company-Commitment-Charter.pdf>



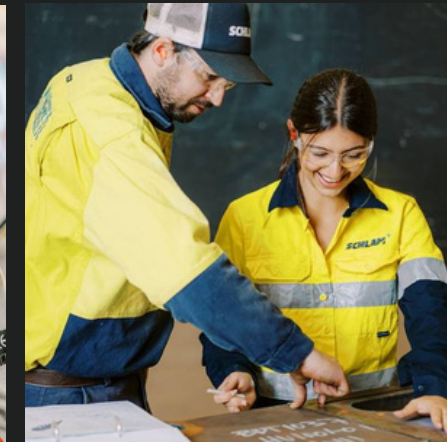
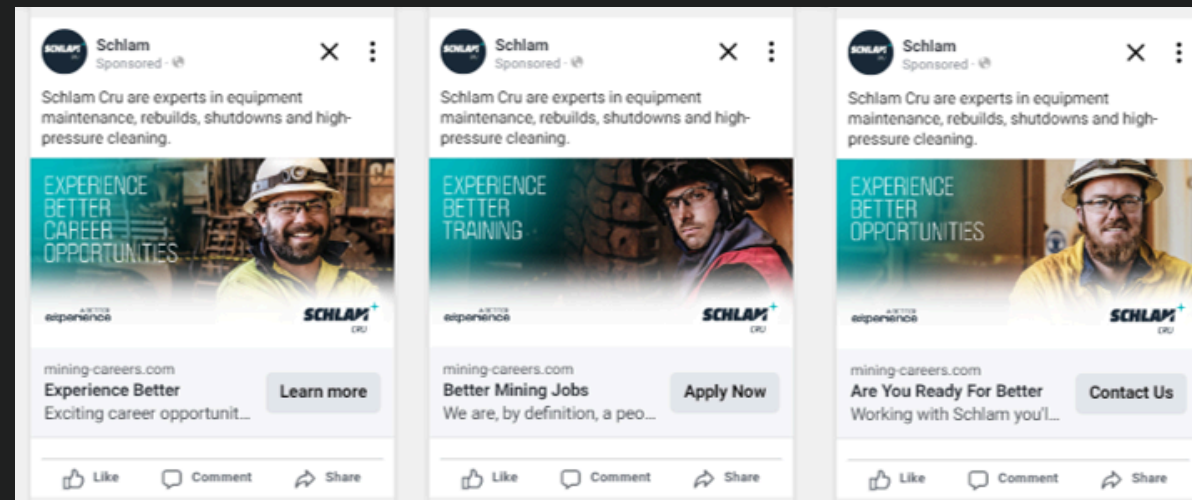
https://dvhgroup.com.au/_Capability-Statement.pdf



Digital Marketing

I am certified in Digital Marketing and have build campaigns to drive recruitment and product growth opportunities.

I have collaborated with agencies on various campaigns involving Google Ads, Social Media advertising, PPC, and SEO.



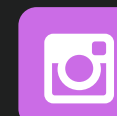
Social Media



<https://www.facebook.com/SchlamPayloadSolutions/>
<https://www.facebook.com/SchlamEngineering/>

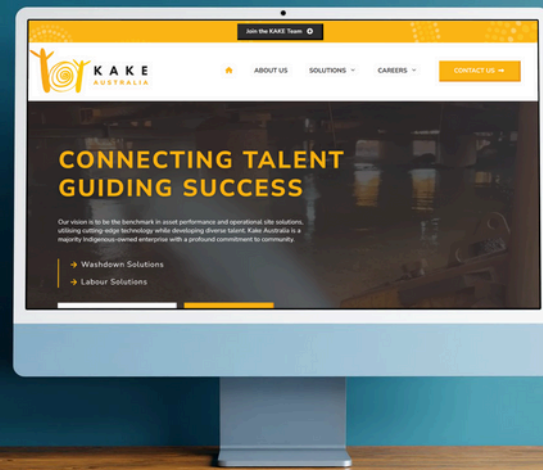


<https://www.linkedin.com/company/schlam-payload>
<https://www.linkedin.com/company/schlam>
<https://www.linkedin.com/company/28867082/>



<https://www.instagram.com/schlamofficial/>

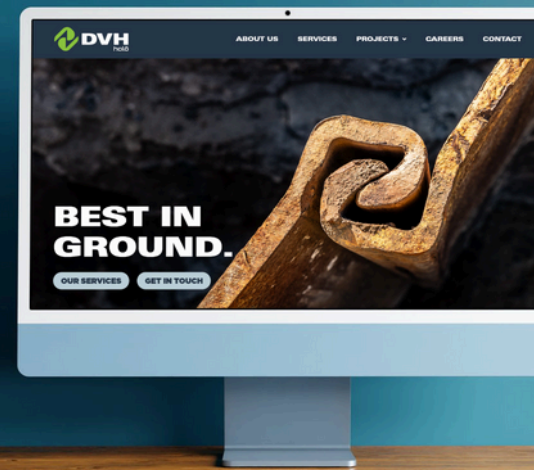
Website Projects



Kake Australia

The KAKE Australia website was built to launch a bold new Indigenous-led joint venture in the mining services sector. I led the entire project from concept through to execution, developing a site that not only communicated KAKE's purpose and service offering, but also honoured its cultural roots.

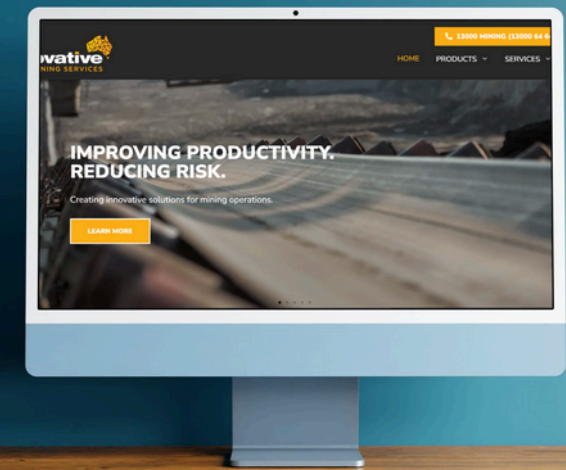
 <https://kakeaustralia.com.au/>



DVH Group

Starting from the ground up, I developed the brand strategy, tone of voice, visual direction, and digital presence. The website became the centrepiece of this rebrand, clean, emotive, and intuitive.

 <https://dvhgroup.com.au/>



Innovative Mining Services

I introduced a more modern interface, cleaner product navigation, and resource pages designed for quote generation and customer enquiry. The site is being further developed to include automation for quoting, ordering, and lead nurturing.

 <https://innovativemining.com.au/>

Video Projects



Schlam Cru Little Moments that Matter - TVC & Digital Videos

Developed, scripted and starred in our Metro and Regional TV Commercial. This TVC was designed target the partners and families of the target market, developed alongside our EVP and to make a meaningful connection with our audience.

▶ <https://www.youtube.com/watch?v=IAwEfiNAFSg>

▶ https://www.youtube.com/watch?v=m1VX_FLDDeZg



Movember Made in Movember 2014 Campaign

We developed this campaign video to encourage MoBro's to sign up to Movember. This campaign was designed to embody the doers, makers and creators.

▶ <https://www.youtube.com/watch?v=yQeGKnzfrDQ>



Schlam Group ESG Commitment and About Us

I developed this suite of videos for our overarching Schlam Group brand to showcase our offerings and elevate our group projects.

▶ <https://www.youtube.com/watch?v=IJrhGEMkDyU>

▶ <https://www.facebook.com/SchlamPayloadSolutions/videos/491897866769685>

▶ https://youtu.be/PAeDG_t1XZE

Animated Video



Innovative Mining Animated Product Videos

I developed this suite of animated videos in collaboration with our animator to clearly illustrate high-risk environments where traditional videography could not safely or practically access. This approach allowed us to tell the story with precision, clarity, and impact—without compromising safety.

▶ <https://www.youtube.com/watch?v=wNxnDBtJApAkDyU>

▶ https://www.youtube.com/watch?v=Rglv_0A17Fk

Branding & Strategy

I specialise in developing and delivering strategy workshops that cut through complexity and turn ideas into actionable plans. My approach is highly collaborative, blending structured frameworks with creative thinking to unlock clarity, alignment, and momentum.

Business & Organisational Strategy

Employee Value Proposition (EVP)

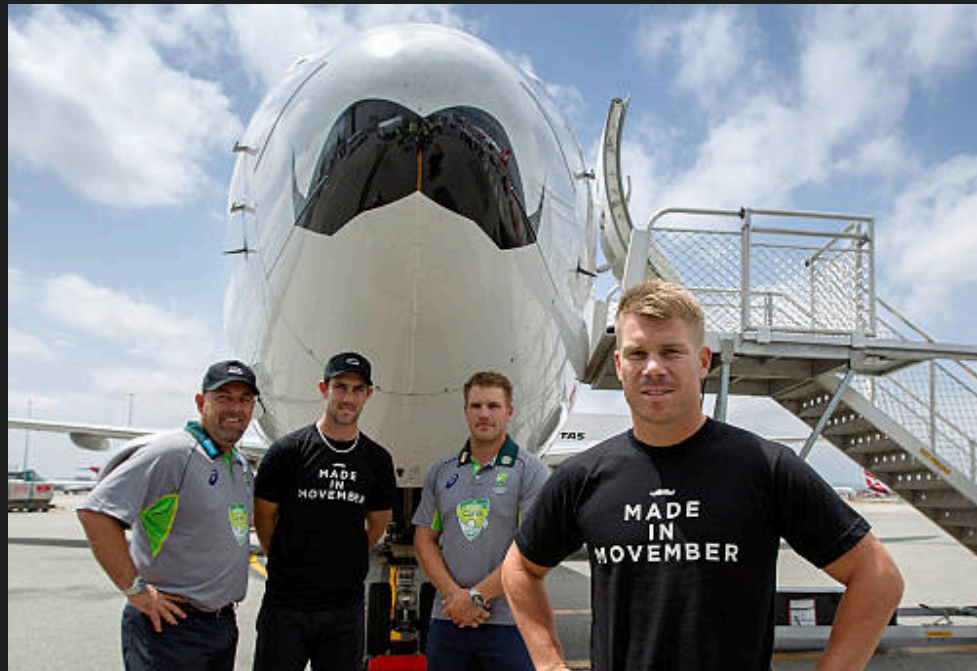
Brand & Marketing Strategy

Sales & Growth Strategy



Media

OOH



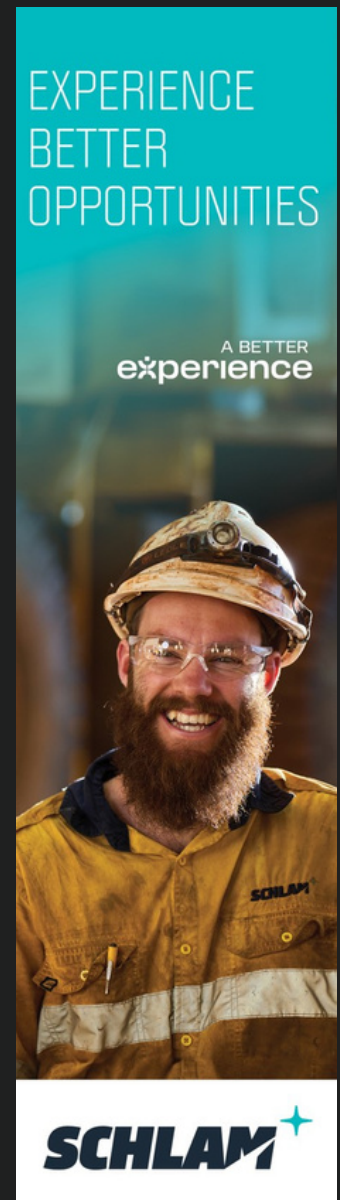
**Made in Movember Partnership
with Cricket Aust & Qantas**

[Qantas News Room - Aussie Mo's Flying High](#)



**Schlam's Winning Culture
WA Business News Feature
& Australian Mining**

australianmining.com.au/schlam-puts-culture-first/
<https://schlam.com/news/schlams-winning-culture>



I have experience in Out of Home advertising, including Perth Airport Billboards, roadside billboards (eg. Tonkin Hwy), and digital screens. Additionally, I have collaborated with third-party platforms, such as SEEK.com, for advertising campaigns.

Event Management

I possess extensive experience in managing a wide range of events, accommodating anywhere from 12 to 600 participants. My expertise spans various types of events, from corporate meetings to lively celebrations, large family days to prestigious awards nights.

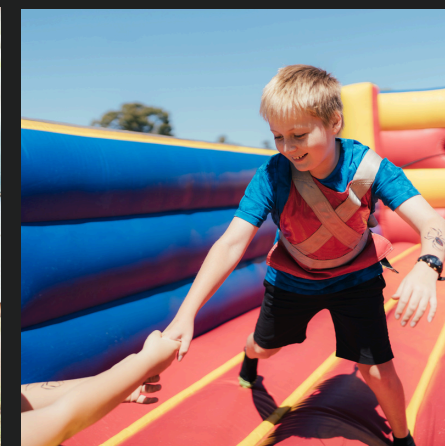
My comprehensive skill set includes:

- Event design and planning
- Execution and management
- Design and promotion
- Development of communication plans
- Event styling

I excel in creating memorable and successful events tailored to diverse audiences and purposes.



<https://www.youtube.com/watch?v=MczbzilXE70>





Make Way for Gen Z

<https://schlam.com/news/make-way-for-gen-z/>



The Rise of the Sideways Career

<https://schlam.com/news/the-rise-of-the-sideways-career/>



Director Appointment Announcement

[ims-appoints-matt-clements-as-director-of-strategic-growth](https://schlam.com/news/ims-appoints-matt-clements-as-director-of-strategic-growth)

Blogs & Writing

I am extremely passionate about crafting compelling content and have a natural talent for writing meaningful and thought-provoking material for blogs, media releases, and internal and external communications. Certified in Creative Writing, I enjoy producing professional content that resonates with diverse audiences.



Design & Creation of Employee Merchandise Kit



Implementation of HRIS System & Employee Comms Platform



Development of Staff Wellness & Benefits Program

Adhoc projects

I thrive on leveraging my creative talents to develop innovative and impactful solutions. I have designed comprehensive employee merchandise kits for the onboarding process, facilitated the implementation of our internal HRIS platform to enhance internal communications, and created a comprehensive wellness program for Schlamm, just to name a few.



Listen to Executive Health Coach, Odhran McCorry as he interviews Kylie Muriale on her marketing background and how she has build an incredible mindset for resilience in business and through personal challenges.



<https://open.spotify.com/episode/0tgWNCmbEfnGuNHAlAyX0b>

Awards



40 UNDER 40 AWARDS
Ryan Schlam - 40u40 Winner 2024

I wrote the submission that saw Ryan Schlam take out 40 under 40 Awards by WA Business in 2024



RISE BUSINESS AWARDS
WA Employer of the Year 2022

I produced the submission that saw Schlam take out WA's Employer of the Year at 2022 RISE Business Awards by WA Business News



GREAT PLACE TO WORK
Great Place to Work Certification

I was involved in helping Schlam achieve Great Place to Work certification in 2023, running an employee engagement campaign to rally staff to participate



AUSTRALIAN BUSINESS AWARDS
Employer of Choice 2023

I wrote the submission that saw Schlam recongised as an Employer of Choice at Australian Business Awards in 2023



SWAN CHAMBER BUSINESS AWARDS
Excellence in Tourism Award 2021

I produced the submission which saw Mandoon Estate win the Excellence in Tourism (Large Business) at the Swan Chamber of Commerce Business Awards



Thank you



0417 582 630



contact@trailblazher.com.au



linkedin.com/in/kylie-muriale/



Perth, Western Australia



Kylie's creative ability is unparalleled, demonstrating dynamic and multifaceted talents that consistently surpass expectations. Her innovative approach has transformed our organisation's brand identity, elevating our market presence and setting new standards for excellence.

As a well-respected and admired leader, Kylie inspires her team and fosters a collaborative environment that drives success. Her strategic vision and execution have been pivotal in achieving our company's objectives and growth.



Darren Waters

Director - Innovative Mining Services