

VANESSA KEWISH

SOCIAL MEDIA AND EVENTS MANAGEMENT SPECIALIST

CONTACT

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🏠 Emerald VIC

✉️ vanessa@vksocialmediasolutions.com

TECHNICAL SKILLS

- Content Creation
- Graphic Design – CANVA and Adobe Express
- Photography
- Motion Graphics
- Videography
- Email Marketing
- Layouts
- Analytics and Reporting
- Social Media Marketing and Advertising
- Branding
- Team Leadership
- Superior Customer Service
- Online Shop Development
- Web Design Basics - WIX
- Customer Resolution
- Infection Control
- Human Resources

CLIENTS

- Hills Physiotherapy Clinics
- Goldsbrough Village Shopping Centre
- Wellington Village Shopping Centre
- Emerald Village Exercise and Recreation
- Hard Road Brewing Company
- Emerald Fun Fest
- Vinkas Cakes
- Efficient Air
- Melbourne Tree Company
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PROFESSIONAL PROFILE

- **An experienced specialist passionate about content creation and social media**, with creative flair and an understanding of what makes great content, I thrive on driving engagement and producing exceptional results
- **Ability to curate, create and schedule proactive content for social media calendars**, ensuring a high standard aligning with the organisation's brand and style guidelines
- **Excellent interpersonal, communication and collaboration skills** demonstrated across multiple stakeholders, seniority levels and teams, and ability to tell a compelling story through presentation
- **Strong analytical capabilities in assessing content performance**, industry reports, and social listening data, understanding social media KPIs and measuring success
- **Experience managing projects using digital tools** and knowledge of best practices for Facebook, Instagram, TikTok, Pinterest, Twitter, and other social media

CAREER EXPERIENCE

DIRECTOR

VK Social Media Solutions, Emerald VIC | 2018 - Current

- Content creation and Social Media Management for private clients (hospitality, allied health, tree management, HVAC, retail shopping centres, and more) across multiple platforms (Facebook, IG, Twitter, LinkedIn)
- Email marketing campaigns, event creation and management, marketing strategy
- Coordinating and implementing large scale media campaigns including recurring newspaper and billboard advertising
- Client liaison and branding development
- Web page development (Wix and GoDaddy) and maintenance of website (WordPress)
- Paid Advertising management on Facebook, Instagram, LinkedIn
- Developing and driving social media platforms for community not for profit street festival and local recreation
- Designing, creating, and managing client newsletters, booking portals, online stores and customer communications
- Managing retail digital kiosk content including generating concepts and designing content
- Web shops development and maintenance (Meta, Shopify, and Wix shopfronts)
- Photography and video work for reel and TikTok content creation
- Developing QR codes and NFC tags for events and competitions

VANESSA KEWISH

CERTIFICATIONS

Facebook Blueprint

2020 – Present

Digital Distillery

2019 – Present

Google UX/UI Design

2022 – Present

Diploma of Practice Management

South Eastern Health Professional Association

2015

BFA Theatrical Design and Production

University of Cincinnati, College Conservatory of Music

2003

Working With Children Check

Current

CAREER HISTORY

Director

VK Social Media Solutions

2018 – Current

Marketing Manager/Practice Manager/Owner

Hills Physiotherapy Clinics

2011 – Current

Counter Manager

Clinique

2006 – 2011

Sales/Solutions

Consultant/Engagement Team Member

ANZ Bank

2007 – 2010

REFERENCES

- References can be provided upon request

MARKETING MANAGER/PRACTICE MANAGER/OWNER

Hills Physiotherapy Clinics, Emerald VIC | 2011 - Current

- Content Creation and Social Media Management across various media platforms including Facebook, Google My Business, Instagram, Twitter, YouTube and MailChimp
- Event creation and management from conception through to delivery
- Paid Advertising management on Facebook and Instagram
- Content management across three busy clinics including designing marketing concepts, developing content and implementation
- Branding development and marketing strategy
- Monitoring monthly analytics
- Managing social media comments, questions, and messages in real time

Achievements

- Built the business up from one small clinic in Emerald to three larger clinics located in Rowville, Lysterfield, Knox
- Grown the profitability of the businesses from \$247k p.a. to now over \$2.1m p.a.
- Effectively utilising social media to create business and acquire patients
- Used social media to communicate with patients and community through COVID-19

COMMUNITY ENGAGEMENT

EVER – Emerald Village Exercise and Recreation

2020 - Current

EVER is a community driven group to effect changes in our beautiful town of Emerald. It is a group of like-minded community members working together to help drive action and be a voice to Cardinia Council about what we'd love to see in our community moving forward.

- I started a grass roots movement during COVID, after the realisation that our community didn't have enough recreation in our 5km radius.
- I created a social media community in September 2020 that communicated and initiated council/government action and awareness.
- In May 2022, EVER was awarded one million dollars for the design and implementation of a skatepark in Emerald by the Victorian Government. This was a direct result of my networking with government, residents, children, and council.
- **Design has already commenced, and the park will be built in 2023/24 at the Worrell Reserve in the heart of Emerald.**
- I developed a full-scale web platform including website, and community survey (Survey Monkey) as well as key infographic content
- I continue working towards recreation goals in my local community by liaising with council, state and local government, residents, and key business management.