

PROFILE

Creative, strategic, and results-driven social media and marketing specialist with over 10 years of experience across digital marketing, event management, and community engagement. Proven ability to develop and execute compelling content, drive audience engagement, and align brand messaging across platforms. Adept at working with a wide range of clients from healthcare to retail, government to community sectors.

CONTACT

M 0427 540 422
E vanessa@vksocialmediasolutions.com
📍 Melbourne, Australia

CORE SKILLS

- Content Creation & Scheduling
- Graphic Design (Canva, Adobe Illustrator)
- Social Media Strategy & Management (Meta Business Suite, Metricool)
- AI Prompting for Content Ideation & Automation (ChatGPT, Sora, Canva Magic Tools, Zapier, Google AI)
- Photography & Videography (Lightroom, CapCut)
- Email Marketing (MailChimp, EDMs)
- Analytics & Performance Reporting
- Branding & Visual Storytelling
- Community Engagement & Event Marketing
- Online Store & Website Development (Wix, Shopify, Meta Shops, WordPress)
- Digital Project Management (Notion)

VANESSA KEWISH

EXPERIENCE

VK SOCIAL MEDIA SOLUTIONS – DIRECTOR

EMERALD VIC | 2018 – PRESENT

Independent consultant supporting diverse businesses with social media strategy, digital marketing, and brand development.

KEY CLIENTS & HIGHLIGHTS:

CAMBERWELL FRESH FOOD MARKET

DIGITAL CONTENT CREATOR & MARKETING SUPPORT | 2023 - PRESENT

- Develop branded content including trader features, seasonal recipes, and blog articles.
- Manage and execute monthly social media strategy across Instagram, Facebook, Google, TikTok, and Pinterest.
- Liaise with traders and marketing teams to coordinate campaign activations.
- Strengthen digital storytelling through food-focused, community-driven content.

WELLINGTON VILLAGE SHOPPING CENTRE

SOCIAL MEDIA & MARKETING CONSULTANT | 2021 – PRESENT

- Produce and schedule content across Instagram, Facebook, and Google for centre-wide marketing.
- Create, manage, and publish content for centre-wide digital displays, via CMS (Signagealive).
- Highlight individual traders through engaging stories, promotions, and event coverage.
- Execute seasonal campaigns with supporting video and static content.
- Monitor analytics to refine strategy and drive engagement.

OTHER CLIENTS:

- Hills Physiotherapy Clinics
- Goldsbrough Village Shopping Centre
- Emerald FunFest
- Hard Road Brewing Co.
- Efficient Air
- Vinkas Cakes
- Melbourne Tree Company

VANESSA KEWISH

CONSULTANT

CERTIFICATIONS

- Facebook Blueprint (Ongoing)
- Digital Distillery – Meta Advertising (2019 – Present)
- Google UX/UI Design (2022)
- Diploma of Practice Management, SEHPA (2015)
- BFA Theatrical Design & Production, University of Cincinnati (2003)
- Working With Children Check (Current)

HILLS PHYSIOTHERAPY CLINICS – MARKETING MANAGER / PRACTICE MANAGER / OWNER

2011 – PRESENT

- Created all marketing collateral, content, and branding across three clinic locations.
- Increased annual business revenue from \$247k to \$2.1m via digital growth strategies.
- Managed all digital channels including Meta, YouTube, Google My Business, and MailChimp.
- Executed online campaigns, promotions, and COVID-19 communication strategy.

COMMUNITY ENGAGEMENT

EVER (EMERALD VILLAGE EXERCISE & RECREATION) – FOUNDER
EMERALD VIC - PRESENT

- Created and led a community movement advocating for local recreation infrastructure.
- Successfully secured \$1M from Victorian Government for skatepark development.
- Built digital presence, surveys, and community engagement tools.
- Liaised with council, government, and community stakeholders to shape outcomes.

EARLY CAREER HISTORY

Clinique – Counter Manager 2006 – 2011

ANZ Bank – Sales Consultant / Engagement Team 2007 – 2010

REFERENCES AVAILABLE ON REQUEST.