

MARK McCORMACK
DIGITAL Marketer & Project Manager

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PROFILE

A Senior Multi-disciplined Marketing Manager & Project Manager with over 10+ years' experience. He has created and led online and mobile businesses and consulted to premium brands to deliver comms initiatives that deliver on business outcomes. Having delivered over 100 projects from \$5k corporate videos to \$2M enterprise mobile and billing applications and University of Melbourne online learning tools. His experience across the many facets of marketing executions enables him to construct and guide companies in their online endeavors.

Importantly Mark is also an accomplished musician and long time advocate for the Arts.

EDUCATION

MBA (Melb) with Marketing Majors
Bachelor of Information Systems (Swinburne University) - Completed 2 years
Prince2 Certification (Project Management Methodologies)
Agile/Scrum - on the job and self learning

SUMMARY OF EXPERIENCE

2019 to Present

My own Management Consulting and freelancer activity focuses on Marketing Project delivery across the integrated print, web, mobile and tablet. Building and leading teams and developing the in house capabilities of organisations and IP transfer. Some of the below were contracts via ad agencies also.

The consulting included contracts at various Agencies (some long term) and Projects Direct with clients. The activity typically embraces the whole Production Lifecycle from initiation to delivery and discrete strategy pieces that define and inform outcomes. **Contracts have included:**

Australia Council for the Arts

Digital Strategist in Residence (May 2022-Dec 2023)

As a Digital Strategist in residence for The Australia Council for the Arts, I help selected Arts Organisations ideate and deliver Digital Engagement Strategies with their audiences. Along with internal efficiency gains through Tech.

Australia Council Client - *The Adelaide Chamber Singers*.

The Problem: What is a Digital Strategy? What do we need, when, why, how much and who?

The Action: Following the AC template, I worked with organisations such as this to audit their current digital activities and explore the merits of all digital touchpoints that add value to an organisation. From Lyrics on iPads for the audience, to ticketing Integration with XERO, to Recruitment and Talent Organisation via IT/Digital solutions.

The Outcome: A detailed Digital Strategy for the Board which maps out the next 24 months of their Digital Transformation.

The Burleigh Bazaar Nightclub - Gold Coast

Project Manage new website build (Feb 2022-Mar 2023)

Problem: Current site Broken and slow and sending the wrong message

The Action: Work with stakeholders including the owner to the Band Booker to create an authentic representation of the Brand for its loyal audiences. Manage quality of external Devs.

The Outcome: A simple yet cool and funky site that was delivered on Budget and very well liked by punters.

Co-founder of Design Posse - Melbourne, Brisbane. Print on Demand Merch business. (Jan 2019 - Feb 2023) I am still a shareholder but no longer active in the business.

Problem: Build a customer facing website that enables the public to design their own T-shirts and integrate with the Printing Systems and processes.

Action: Project Scope and software vendor selection. Build an error free WordPress website along with backend integration to Xero and Industry Print Software. Brief and manage external Devs and ensure quality and budgets are kept within limits.

Define Goto Market Marketing Strategy. Both on and offline. Benchmark, measure an iterate, with the goal of reducing Cost of Acquisition and increased order size.

Result: A cool funky website with Canva-like design tool, that met all of the partners requirements and on budget. An impressive first 3 months of orders.

Various other direct clients including:

- Book on saving on Dental costs by a Gold Coast Dentist. Full Project lifecycle from Brand Positioning to User Engagement.
<https://dentalmagic.com.au/>
- Website for a couples PhotoBooth Business. Full Project Lifecycle. An engaging and colorful website that followed the clients brief.
- Designing the Media Buying Strategy and buying Ad slots. Iteration and refinement for maximum ROI.
<http://rocketphotoboothhire.com.au/>
- And many more...

Aqkire Agency Kew, Victoria: Various contracts (Jan 2015-Jan 2019) Project Delivery & Solution Development. Various Projects that included:

- **AHM Health Insurance** (Owned by Medibank)
Team Member and Project Delivery of the Digital side of a rebrand.
Problem: Brand messaging disconnect across different channels
Action: Align Digital touchpoints with new branding and comms. Brief Devs and manage dependencies in a tight timeline. Remove internal blockages.
Solution: Agile Project Managed Devs & designers of the site redesign. Implement Click to Call feature with Legacy Phone Systems. Align and manage new eDM template and messaging creation to the new branding. Delivered an additional 600 signups vs pre-rebrand Quarter numbers. A Happy client !
- **Pet Pack** (Celebrity Vet supplying websites, email marketing tools and custom digital content to Veterinarians)
Problem/Opportunity: Enhancements to existing system.
Action: requirements Gathering, Project Scope and Planning, managed Agile Team with daily standups and sprints, Maintaining PMO Documentation, issue logs, product backlogs.
Outcome: Delivered on Time and on a tight budget
- **NewsCorp** owned Public Superannuation Fund - Managed a full Quantitative and Qualitative Market Research study to reposition the brand and site messaging. PM survey tool and field researchers and Final Report.

247Ads (Car4Me.com.au) - online auto classifieds (3 days/week Project Management role) Jan 2013 - Mar 2015

Problem: Perception that the Dev team was inefficient

Action: Understand and audit all daily activities and the value added to the Business goals.

Solution: re-organise Team Priorities. Standup Meetings, Self Selection of issue logs, more detailed ownership and responsibility of tasks. Incentives

for being under time, under budget and better quality.

Personal Break - 2.5 Years Traveling and finding my inner Goddess :-) - London base to explore the UK, Spain, Germany, through to Italy, then the USA.

HIVE Creative - Design Agency (Digital Project Manager role) June 2012 - November 2012

Managed multiple client projects including Henley Properties, L'oreal Melbourne Spring Fashion Week, Telstra Superannuation.

Problem: Hive as an agency was Design led and brilliant. However, they needed someone technically minded and organized to bring their Digital work up to speed.

Action: Along with day-to-day management of Client work, I worked to document and organise many IT and Systems functions.

Result: Organized all access Credentials, Digital Asset repositories, Software Tools, for quicker and easier onboarding for Freelancers, Improved Briefing and time to Productivity on the Tools. Multiple Client Presentation deadlines met, new Release time lines met, empowered happy Freelancers, many happy clients.

Loop9 (Travel Mobile and CRM/ Digital Advertising technology) January 2006- 2012.

Co-Founder & Project Manager

Loop9 provides a suite of ancillary revenue generating services to major travel agency chains in Australia and New Zealand. These include Mobile Travel Services, Online Travel Accessories Sales and Post Trip traveller survey analysis.

MAIN ACHIEVEMENTS

- Delivered \$1M production mobile product SMS based itinerary management and security service
- Defined and delivered iOS and Android versions
- Delivered billing system Project value:\$450k
- Delivered airline booking system integration
- Delivered email marketing advertising platform. Project Value: \$300k
- Agile development environments utilising SCRUM

Successfully exited the business in 2012 to our Competitor.

The Swish Group (ASX listed integrated Agency) April 2003-December
2005

Digital Marketing Strategist Manager (On and offline)

Federal, Victorian and Queensland endorsed/panel supplier

Traditional print design, web communications and e-learning firm

Responsibilities

- Delivered numerous comms executions for clients by defining, costing and Project Managing 15 developers and 4 creatives to deliver on time and on budget to deliver profitable outcomes for the company

Main Achievements

Successfully won deals, created and project managed communications strategies for ASX listed companies, government and Blue Chip clients. Clients include:AQIS-Australian Quarantine, Learning Federation- Schools Online Curriculum Content Initiative (SOCCI). AFIC, Hesta superannuation, MTAA Superannuation, AFL Players Association, Victoria University, Sigma Pharmaceuticals

Defined and Project Managed the build of a new email marketing management system. (Just like Returnity, Mail Chimp)

Clients include: Laminex, AFIC, AFL Players Association, Super Partners, Federation Square

OTHER

Melbourne University Entrepreneurs Challenge Winner 2004.

Managed and Lead singer of successful Melbourne rock band "Sic'em Rex" 90's, "The Tribe "2000's.

Gym, guitar, singing.