

# ANNA LANE

## MARKETING EXECUTIVE

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### MY TOP NOTES

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- At HelloFresh, I led over **15 brand campaigns** with partners like Disney and Nestlé, briefing designers, aligning content across channels, and delivering high-performing creative at pace.
- At the United Nations, I led content across digital, social, and event platforms, driving a **48% increase** in engagement and a **35% expansion in brand reach** through consistent, insight-led storytelling.
- In my current role, I have leveraged innovation, AI and data analytics to implement a data-driven brand strategy, resulting in a **150% increase** in brand engagement and a **50% reduction in campaign costs**.

### RELEVANT EXPERIENCE

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#### Marketing & Communications Officer, The United Nations

Feb 2023 - Jul 2024

- Delivered global campaigns across 127 countries in 7 languages, aligning creative with UN brand standards.
- Increased social following by **112%** and engagement by **48%** through data informed global campaigns.
- Designed branded collateral using Adobe Suite, resulting in a **30%** reduction in design spend.
- Coordinated content reviews across international teams, balancing deadlines, design, and translation feedback.
- Led event communications and managed promotional content and updates across a global stakeholder network.

#### Assistant Brand Manager - Partnerships, HelloFresh ANZ

Aug 2022 - Feb 2023

- Supported creative execution for **15+** seasonal and co-branded campaigns with partners including Disney, Qantas & Nestlé.
- Briefed and coordinated design, media, and CRM teams to ensure cohesive campaign rollout.
- Created content for email, website, POS and partnership platforms aligned with launch plans and brand tone.
- Supported performance tracking and reporting, reviewing campaign KPIs and applying insights to optimise creative.
- Managed multiple projects under tight deadlines while maintaining brand polish.

#### Senior Marketing Officer, Transport NSW

Aug 2024 - Present

- Leveraged innovation, AI and data analytics to implement a social media strategy that resulted in a **150%** increase in engagement and a **50%** reduction in campaign costs.
- Automated processes in Monday.com and Meta, cutting task completion times by roughly **25%**.
- Manage the implementation of marketing campaigns across all major channels, including paid social media, print, radio, and OOH (billboards, variable messaging signs, and banners).
- Implemented A/B test campaigns using data and insights to inform campaign adjustments and drive continuous improvement in campaign performance.
- Monitored key performance indicators to measure success, providing stakeholders with actionable feedback to drive improvements

## Digital Marketing Specialist, Softbank Group

Jul 2020 - Aug 2022

- Promoted from Marketing Executive following outstanding performance and key contributions.
- Boosted social media following by **400%** and lead generation by **200%** through targeted digital and AdWords campaigns.
- Elevated social engagement by **2,300%** with dynamic content creation utilising Adobe Suite.
- Refined messaging and audience targeting using market research and A/B testing, increasing open and click-through rates by **50%**.

## Brand Manager, Chancer Clothing

Nov 2020 - Mar 2022

- Generated €20,000 in sales within the first 18 months, donating **10-20%** of sales to the Irish Cancer Society.
- Ideated and created dynamic content for social platforms including TikTok, Instagram, Facebook, and LinkedIn.
- Organised product photoshoots, managing all aspects from storyboarding to execution, including lighting design, set construction, and model coordination.
- Created trend-responsive content, maintaining a consistent weekly output, which helped captivate and grow our audience by **150%**.

## Online Media Executive (Sports Betting), Paddy Power

Oct 2019 - March 2020

- Managed paid sports marketing across Facebook, Instagram, Twitter, Youtube and Snapchat, overseeing monthly budgets exceeding €80,000.
- Achieved an average reach of 1.5 million users each weekend through targeted multi-platform campaigns.
- Led the Daily Mail online homepage takeover, achieving a daily reach of 2 million users and a 3.5% increase in click-through rates.

## Business Development Consultant, Oracle EMEA

Oct 2018 - Jul 2019

- Developed and led a video campaign adopted by Oracle offices throughout Western Europe, increasing click-through rates by **3%**.
- Engineered an A/B messaging framework that boosted open rates by **5%** and was implemented across the EMEA head office (approx. 1,000 employees).
- Delivered talks and tutorials on strategic implementations to audiences of up to 1,000.
- Awarded an Innovation Award for outstanding contributions to marketing and sales strategies.
- Surpassed sales objectives, achieving **140%** of first-quarter targets.

## CORE COMPETENCIES

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Innovation  
Website Management  
Marketing Automation

Social Media Marketing  
Graphic Design (Adobe Suite)  
SEO, SEM and CRM

Brand Partnerships  
Market Research and Analysis  
Stakeholder Management

## EDUCATION

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BSc Marketing Innovation and Technology, Dublin City University