

KAREN HOLLENBACH

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As a highly successful **strategic marketing** consultant, I leverage my advanced communication and relationship building skills to get results. What is unique about me is my ability to both set the vision and then collaborate with others to effectively take them on the journey.

Campaign Delivery

A strong focus on analysis is at the heart of my success, including actively monitoring both the historical and quantitative picture as well as looking beyond the organisation at industry trends and global benchmarks. This approach has produced the following results -

- \$600K per annum savings via successful collaboration between 3 business divisions
- \$220K savings in campaign delivery for Organisation Y
- 28% market budget savings via collaboration with Marketing, Merchandising and IT for Organisation Z

My Approach

As a key driver of strategy, I offer NAB a highly motivated individual who is a great team player, strong leader and mentor and passionate in all I do. With my excellent organisational skills, exceptional initiative and strong desire to learn and grow, I take great pride in delivering outstanding results.

KEY COMPETENCIES

- **Strategic marketing** plan development and implementation
- Development and implementation of **national marketing campaigns**
- Change management within and across teams and **strategic problem solving**
- Process development, improvement and implementation
- Team leadership with a focus on **collaborative work practices**
- **Relationship management** - vendors, suppliers, clients, internal/external stakeholders at all levels
- A **'can do' attitude** with the ability to see solutions where others see problems
- Budget management within marketing departments

RELEVANT ROLES

Marketing Manager	Organisation Name	website
Project Manager	Organisation Name	website
Role Title	Organisation Name	website
Role Title	Organisation Name	website

EDUCATION

DIPLOMA OF BUSINESS Australian Salesmasters Training Courses	2004
BACHELOR OF ARTS, GRAPHIC DESIGN RMIT University	1993

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RELEVANT PROFESSIONAL EXPERIENCE

Marketing Manager ORGANISATION Y

September, 2013 - Present

Organisation Y is a leading marketing communications group, providing market-leading solutions across all major retail industries in Australia and New Zealand.. In this role I am accountable for all elements of the Marketing and reported directly to the Managing Director. In this role I am responsible for:

- All above the line activities including digital strategy, television, radio and outdoor advertising
- All below the line activities including in store execution and POS
- Managing a team of 6 people
- Managing a \$43M budget.

Key Achievements:

- Invited to play a permanent role in the commercial management of the business
- Increased sales of Product X by 13% in a declining market
- Reduced costs of POS by 25% by renegotiating current supply contracts

Project Manager ORGANISATION Z

November 2010 - August 2013

Organisation Z is a leading print and communications group, providing market-leading solutions across sheet fed, digital and web printing, print management, direct mail and national logistics operations.

In this role I was first accountable for clients in the \$500M - \$2M value category and then managed clients and campaigns that were \$2M plus. Clients included Organisation B, Organisation R, Organisation 5 and Organisation C.

Key Achievements:

- Successfully managed the rebrand of B brand to Y Brand project
- Delivered \$220K savings in campaign delivery for Organisation C
- Managed 2 major rebrands for Organisation 5

Print Production Specialist ORGANISATION T

August 2009 – October 2010

Organization T brings process solutions for the effective procurement of artwork, print, mail and related marketing services.

In this role I managed print and process innovation for the Brand A, Brand B and Brand C, offering specialist support managing catalogue print and distribution, Point of Sale and ticketing for the business.

Key Achievements:

- Achieved 28% market budget savings by streamlining processes through effective collaboration with the Operations, Merchandising, Marketing and IT business areas.
- Achieved shorter go to market times (5 day savings in turnaround times) and 26% less wastage
- Successfully oversaw the implementation of a new on line ordering system

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Production Manager & Team Leader

March 2006 – July 2009

ORGANIZATION W

Organization W is a leading food, liquor and convenience retailer, with a presence in every Australian state and territory. I joined the Coles Group as Production Team Leader, Point of Sale.

In this role I was accountable for managing the studio's workflow for all Point of Sale, Direct Mail and Outdoor Campaign material for the DVC Division.

Key Achievements:

- \$600K per annum savings via successful collaboration between 3 business divisions
- Reduced POS budget by \$3M (year on year), with on-going savings
- Established sustainability initiatives for the Print and Production space of the business

Co- Creative Director/Co-Owner

April 2000 - February 2006

BOUTIQUE AGENCY

Boutique Agency was a boutique integrated communications agency that I co-owned and managed. We provided branding across all media in a range of markets including retail, financial services, information technology and professional services

Key Achievements:

- Successfully co-owned and co-creatively directed the agency for 6 years

Professional referees available on request.