

DAVID STRONG

CONTACT

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- Davidajstrong@gmail.com
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SKILLS

- Time Management
- Project Management
- Brand Management
- Customer Service
- Attention to detail
- Microsoft Office Suite
- Canva
- Adobe Creative Cloud
- Market Research
- Wordpress
- Social Media Management
- Wix

PERSONAL ATTRIBUTES

- Leadership
- Teamwork
- Interpersonal
- Written and Verbal Communication
- Problem Solving

PROFILE

Marketing Assistant with experience across the not-for-profit, and corporate sectors, specialising in digital marketing including email marketing, Meta and Google advertising, WordPress website design, content creation, and social media management. Bachelor of Business (Marketing) graduate from Western Sydney University with hands-on experience across Astrowave, Chronic Pain Australia (volunteer), and Narang Bir-rong Aboriginal Corporation. Skilled in managing social media, building and updating websites, running Meta ad campaigns, and creating digital content that drives community engagement. Also runs a YouTube channel with 110K+ subscribers, applying marketing principles to audience growth and content strategy.

WORK EXPERIENCE

- Marketing and Communications Assistant**

Sydney, Australia

Narang Bir-rong Aboriginal Corporation
09/2025 - PRESENT (9 Months)

Achievements

 - Increased social media engagement by 200% within one month.
 - Helped improve website accessibility and mobile user experience through a website restructure.
 - Achieved low cost per lead outcomes through Meta advertising campaigns.
 - Strengthened the organisation’s digital presence through consistent branding and community-focused content.
 - Improved automated marketing workflows through HubSpot.
 - Designed the 2025 Annual Report.
 - Improved email click-through rates.
 - Planned and coordinated events as part of the events team.
- Marketing Assistant (Volunteer)**

Sydney, Australia

Chronic Pain Australia
04/2025 - PRESENT (1 Year)

Responsibilities

 - Develop and manage email marketing campaigns and automation flows using Klaviyo.
 - Create engaging digital content using Adobe Creative Suite and Canva.
 - Maintain and update WordPress website content, including blog posts and landing pages.
 - Produced and scheduled social media content, while monitoring community engagement.

EDUCATION

Bachelor of Business

(Marketing)

Western Sydney University

2021 - 2024

REFERENCES

Chronic Pain Australia

Kellie Jade Ellis

General Manager

0423931268

kellie@chronicpinaustralia
.org.au

Narang Bir-rong

Aiesha Pettit-Young

Manager

0466401899

Marketing Internship

Sydney, Australia

Astrowave

06/2025 – 09/2025 (3 Months)

Responsibilities

- Developing and scheduling social media content aligned with the brand voice.
- Assisting in blog creation and SEO optimisation to improve online visibility.
- Supporting email marketing initiatives, including campaign drafting and automation workflows.
- Contributing to personal brand development activities and engagement strategies.
- Conducting SEO work on our company website to strengthen search performance.

Marketing Assistant / Customer Service Representative

Forster, Australia

Coles Express

11/2020 – 06/2021 (8 Months)

Responsibilities

- Post promotional content on the Coles Express Instagram and Facebook pages
- Assisted in the planning and execution of an email marketing campaign
- Greet customers and assist them in finding certain products
- Conflict resolution (prevent customer complaints from escalating)
- Helping customers complete purchases and join reward programs to promote loyalty
- Recommending products based on customer needs

Achievements

- Improved email marketing open rates
- Increased engagement on the Facebook and Instagram pages
- Successfully communicated within the team and coordinated communications between the marketing and sales departments
- Achieved a 95% satisfaction rating over a 12-month period as a customer service representative.
- Built great relationships with colleagues, customers and suppliers
- Exceeded sales goals by 34% in a 2-month period

CERTIFICATES

Retail Certificate 2 (11/2020)

TAFE NSW

Retail Certificate 3 (11/2020)

TAFE NSW

**The Fundamentals of Digital Marketing
Certificate (10/2021)**

Google

Dean's Merit List (12/2022)

Western Sydney University

High Distinction Certificates

- Statistics for Business (07/2022)
- Enterprise Leadership (07/2022)
- Strategic Brand Management (10/2023)
- Account and Client Management (11/2024)
- Managing in the Global Environment (11/2024)
- Personal Branding Strategies (11/2024)

Western Sydney University