

DAVID STRONG

CONTACT

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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
- HubSpot
- Claude

PERSONAL ATTRIBUTES

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

PROFILE

Marketing Coordinator 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 SEO. Bachelor of Business (Marketing) graduate from Western Sydney University with hands-on experience across Astrowave, Chronic Pain Australia (volunteer), Narang Bir-rong Aboriginal Corporation, and Northbridge Systems. 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 Coordinator (Contract)

Sydney, Australia

Northbridge Network Systems & Fifteen

07/2026 – PRESENT (3 Months)

Achievements

Web Design

- Re-built two company websites in WordPress and Elementor, shaped by competitor research and channel/enterprise buyer personas.
- Increased page speed across company websites through image and video optimisation.

SEO

- Led on-page and off-page SEO across three company websites, improving search visibility for core service keywords.
- Improved rankings for a priority keyword (from position 9 to 6).
- Audited and fixed site structure issues, including missing H1 tags and placeholder headings, to strengthen how search engines read each page.

Design

- Designed print and digital collateral for cybersecurity conference booths, including co-branded partner materials.
- Delivered the full tradeshow booth kit 7 days ahead of deadline.

Reporting and Analytics

- Built GA4 dashboards tracking traffic, acquisition, engagement, devices and location for each site.

Other Achievements

- Launched and managed the company YouTube channel, creating videos and custom thumbnails.
- Sourced and managed third-party vendors for events and branded merchandise, coordinating quotes, timelines and delivery.
- Built and managed automated email workflows in HubSpot.

EDUCATION

Bachelor of Business
(Marketing)

Western Sydney University
2021 - 2024

REFERENCES

Available Upon Request.

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Marketing and Communications Assistant

Sydney, Australia

Narang Bir-rong Aboriginal Corporation
09/2025 - 07/2026 (10 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.

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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.
- Optimise website pages for SEO.

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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 the 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