

Museum of Contemporary Art Australia

HEAD OF COMMUNICATIONS & MARKETING

A six-month maternity leave contract.

- Led a team of 4 x marketing, digital and comms staff
- Spearheaded a digital marketing capabilities project
 - Set up Google Analytics & Search Console
 - Delivered an interactive KPI dashboard
 - Built on Google Ads & PPC capabilities
 - Led a social media channel review
- Oversaw the marcomms for 5 x major art exhibitions and a raft of public programs
- Oversaw all marketing for the commercial business incl.
 - Corporate Partnerships
 - the MCA Store
 - Venue Hire
 - Memberships, and the
 - MCA Café.
- End-to-end production of the MCA member magazine
- Reviewed photo shoots process, identified \$30k savings pa
- Developed an on-site conversion tool which generated a ROI of 12 : 1



5 MAJOR EXHIBITIONS:

media events
& marcomms campaigns



Estimated
800 pieces of media
over 6 months

“Michelle is a doer. She understands data and has given us some great tools in which to analyse and understand our impact better. The marketing team have learned a lot from her and have really appreciated her generosity in sharing what she knows. In a short amount of time she has been able to strategise and implement – no mean feat!”

Gill Nicol | Director of Audience Engagement

BRANDING & ART DIRECTION

EVENT MANAGEMENT

REPORTING

COMMS / PR

P&L MANAGEMENT

STAKEHOLDER ENGAGEMENT

DATA ANALYSIS & INSIGHTS

PARTNERSHIPS

STRATEGY

DIGITAL MARKETING

PROJECT MANAGEMENT

TEAM MANAGEMENT