



TOURISM MARKETING MANAGER

As the first-ever Tourism Marketing Manager for Sydney Opera House, I built the marketing strategy from the ground up and was instrumental in the first 5 year's business success.

- Conducted extensive market research
- Defined target audiences, objectives and KPIs
- Repositioned & re-branded the visitor experience
- NPD; and media / trade launch events
(eg, relaunched the principal tourism product. Included an event for 300+ guests & a large-scale PR campaign.)
- Developed & implemented integrated B2B and B2C marketing campaigns for 14 products in 7 languages to over 350k visitors pa
- Delivered on multi-million dollar sales targets year on year

Revenue
60%



Visitation
30%

increases over a 5-year period



ROMI = 12 : 1

“I had the pleasure of working with Michelle for four years. She is a strategic, creative and passionate marketer. Michelle developed and implemented baseline marketing strategies, new product launch marketing campaigns and brand campaigns. She backed her creative strategies with research, insights and consistently delivered an impressive ROI.”

Nicole McPeake | Head of Marketing

BRANDING & ART DIRECTION

NPD

REPORTING

CAMPAIGNS

P&L MANAGEMENT

RESEARCH

CONTENT

PARTNERSHIPS

STAKEHOLDER ENGAGEMENT

EVENT MANAGEMENT

PROJECT MANAGEMENT

STRATEGY