



UNIVERSITY OF WOLLONGONG AUSTRALIA

MARKETING COORDINATOR

My primary role was to raise brand awareness of the University, and drive international and domestic student enrolments.

- Part of the team responsible for the first student-centred re-branding of the University
- Created marketing campaigns to attract students and increase marketshare
- Managed events for prospective & new students including travelling roadshows, information nights, Open Day, and O-week activities
- Designed and produced the University's marketing prospectus' and other promotional material

10% more
prospective students
selecting us as their
preference 

Full-time employment
for our graduates were
10% higher
than national and state average

7% increase
in marketshare for our primary catchment area 

“Michelle is a skilled strategic thinker, strong tactical marketer and has a passionate, results-driven approach to her work. Michelle can be relied on to ask the big questions, to get to the root of an issue, so she can develop better, innovative ways to reach her targets – whether that is customer / stakeholder engagement, developing brand value, or contributing directly to the bottom line.”

Jayne Cusack | Marketing Manager

BRANDING & ART DIRECTION

EVENT MANAGEMENT

CAMPAIGNS

PROJECT MANAGEMENT

CONTENT

GRAPHIC DESIGN