



## NATIONAL MANAGER – BRAND, MARKETING & INNOVATION

A 12-month maternity leave contract.

- Led a team of 3
- Worked with the global Head Office to manage the WWF brand in Australia (incl. Earth Hour)
- Delivered new national fundraising events to acquire new audiences and generate incremental revenue
- Worked with partners and creative agencies to create brand campaigns and activations to extend reach
- Manage a brand reputation research project
- Led the development of a branded tourist attraction in Phillip Island
- Delivered the first Ambassador Program and appointed Australia’s first Global Ambassador
- Produced the 2015 Annual Report (the first digital version)

**Ranked #1**  
 ENVIRONMENTAL NGO  
*AMR Charity Reputation Index*

**230% growth** 



**WILD ONESIE WEEK**  
 WWF 2-6 JUNE 2014 #WILDONESIE

2,200	\$120k	\$160k
new donors	revenue	contra

*Leo Burnett*   
**STOP THE TRADE**

“Michelle led the WWF Brand, Marketing and Innovation team with passion, good humour and high results during her maternity cover tenure. Michelle was a valued member of the senior Leadership team and forged strong relationships with our partners and agencies. I would happily recommend Michelle for any senior strategic marketing leadership roles.”

**Cristel Lee Leed | Chief Marketing Officer**

BRANDING & ART DIRECTION

FUNDRAISING

PROJECT MANAGEMENT

CAMPAIGNS

EVENT MANAGEMENT

STAKEHOLDER ENGAGEMENT

COMMS / PR

P&L MANAGEMENT

STRATEGY

DIGITAL MARKETING

PARTNERSHIPS

TEAM MANAGEMENT