

# Nat Cattaneo

MARKETING, COMMUNICATIONS  
& BUSINESS DEVELOPMENT

MBA CANDIDATE

## PERSONAL BACKGROUND

I am broadly skilled in marketing, business and communications with 13 years' experience across e-commerce, government, finance and non-profits.

## CONTACT DETAILS

**Ph:** (+61) 0488 459 277

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## CERTIFICATIONS

- Google digital marketing
- Advanced Google Analytics
- Google Data Studio

## WORK SUMMARY

### Digital Producer/Communications

Local Government Association of QLD | 2017-present

#### Key Responsibilities

- Devising and executing communications and marketing strategies for large scale digital campaigns (\$40,000+)
- Campaign and social channel data analysis
- Development of short and long term communications plans for specific campaigns, and long term strategies for the overall business and social media channel growth
- Producing targeted copy, video and graphical content for web, social channels and advertising (traditional, google ads, FB, Instagram, Tik Tok, Twitter)
- Editor of the industry magazine The Council Leader

### Marketing and e-commerce consultant

Kickjam Creative | 2013 - 2017

#### Key Responsibilities

- Building and launching e-commerce websites for retail clients in the fashion and wellness industries
- Leading workshops and training clients on how to use their website, upload content and manage and dispatch online orders
- Liaising with clients, web developers, designers
- Devising branding and marketing strategy across paid media, earned media, social channels and display advertising

### Marketing and client services officer

The Myer Family Company (financial services) | 2011 - 2013

#### Key Responsibilities

- Account management of financial services clients (Family trusts, Native Title trusts, share portfolios and real estate)
- Onboarding new clients through targeted marketing campaigns
- Onboarding new clients through targeted networking events
- Preparing submissions for financial services tender applications

## SOFTWARE

### Common tools:

- MS Office, Excel, Powerpoint, Adobe Acrobat Pro

### E-commerce:

- Shopify, Wordpress, Woocommerce, Wix, Squarespace, Google Ads

### Graphic design:

- Adobe Photoshop, InDesign, Illustrator

### Film and sound Editing:

- Adobe Premiere, After Effects, Audition, Final Cut Pro

### Email marketing & CRM:

- Mailchimp, Clickdimensions, Salesforce

### Social Media Management:

- Spredfast, Social Studio, Oktopost, Facebook for business

## INTERESTS

- Hiking
- Swimming

## Marketing, events and online shop coordinator

Engineers Without Borders Australia | 2008 - 2011

### Key Responsibilities

- Developing and managing the EWB online shop
- Donor and sponsor stakeholder management
- Devising and leading large scale fundraising campaigns (100K +)
- Editor and content lead for web and social content
- Social media management and strategy
- Responding to media enquiries and generating media interest
- Manager of the EWB international annual conference (500 delegates, budget 300K+)

## EDUCATION SUMMARY

### Central Queensland University

Graduating 2023

Master of Business Administration (MBA) - Leadership

### Swinburne University

2009 - 2010

Post Graduate Certificate in Project Management

### Murdoch University

2003 - 2007

Bachelor of Communications

### East Perth TAFE (Technical and Further Education College)

2007

Cert III in Multimedia (Graphic design, video and sound production)