

RESUME of Merry Robertson



Career History

1999 - 2009 Proprietor - Jump Marketing and Business Solutions
Marketing Consultant, Trainer and Professional Speaker
WA state trainer for The Australian Salesmasters

2008 - 2009 Training Clients include:-

Dulux	Cert IV Frontline Management
Australian Geographic	Cert IV Frontline Management
Thai Airways	Cert III Customer Contact
Halifax Vogel	Cert IV Business Sales
Health Central	Customised training - Customer Contact and Business Building - for Mt Hawthorn, Applecross and Queensland Clinics
WA Dept Sport and Recreation.	Customised Training - Dealing with Conflict and Difficult People, Presenter's Course
Australian Sport Commission	Membership Protection Information Officer Course
City of Stirling	Customised training - Customer Contact, Dealing with Conflict
Aussie Crates	Customised training - Customer Contact; Direct Marketing strategies

2009 Marketing Consultancy clients include:-

DON VICA Gourmet Foods	<i>Strategic marketing, Advertising</i>
GANGEMIS Fine Wine and Foods	<i>Strategic marketing, Advertising</i>
WA Timber Decking	<i>Strategic marketing, Advertising</i>
KINDRED HEALTH and Support Centre	<i>Strategic marketing, Advertising</i>
East Perth Medical Clinic	<i>Customer contact, Advertising, Direct marketing strategies</i>

2000 - 2009 **WA School of Business, TAFE, Perth Campus**
Lecturer for Diploma in Business (Marketing); Diploma Public Relations
Presented various modules in both courses
Wrote/compiled the Cert IV Business (Advertising) course

1990 - 2009 **Department of Sport and Recreation**
Course presenter
Courses include - Level 1 Coaching Course, Train the Trainer, Communication Skills, Conflict Management, Club Management, Volunteer Management and as above

2004 **SMART Connection**
Trainer Cert IV Sport and Recreation Course

2003 - 2004 **Royal Life Saving Society**
Trainer Cert III Sport and Recreation Course

1997/1999

TAFE, Mt Lawley Campus
Lecturer for Cert IV Health and Fitness Course
Lecturer for Cert IV Sports Coaching Course

Scope included: Presenting modules in Aerobic Instruction, Working with Volunteers, Job Seeking Skills and Gender Issues and various sports coaching modules. Wrote the Job Seeking Skills and Working with Volunteers modules.

1999 - 2004

Perth Football Club
Marketing Co-ordinator

Scope included: **Devising and implementing marketing** and promotional strategies
Devising sponsorship strategies and documents
Design and manufacture of promotional material

1997 - 1999

Nanga Bush Camp and Forest Retreat, Dwellingup
Contracted as the Marketing Manager on a full time basis

Scope included: **Devising and implementing marketing** and promotional strategies for the campsite including the manufacture of promotional material and management of budgets.
Producing promotional video and web site
Organising and acting as Co-ordinator for various camps and promotional events.
Client sales and liaison, writing programs and sourcing service providers, business development

Achievements: Increased the gross turnover by 35% over 2 years
Added over 75 new client groups.
Created a series of fully inclusive camp packages for marketing to schools.

1997

Eventscorp, World Windsurfing Championships
Contracted as Promotions Co-ordinator (8 months)

Scope included: **Personal assistant** to the Executive Director
Volunteer manager. Devised manual, recruited 200 volunteers, organised training sessions, created rosters and supervised the day to day activities during the 10 day event.
Wrote Volunteer management report.
Merchandise manager. Designed and manufactured volunteer uniforms. Oversaw the design and manufacture of products. Managed the sales of souvenirs / clothing during the event. Wrote the merchandising report.
Committee member - Marketing Committee. Liaised with all service providers including event brochure designers, printers, media managers etc.
Assisting with the writing of major sponsorship documents and contracts. Devised sponsorship packages for minor sponsors.
Liaison with the City of Fremantle on local related projects. Including arranging and addressing public meetings of businesses and community.
Administration including registration, dealing with enquiries and the management of local purchase orders.

Achievements: Realised a profit on the sale of merchandise.

1996 and 1997

'John Hughes' Big Walk'

Contracted as Event Manager by Ward Holt Public Relations

Scope included:

Assisting with negotiations with major sponsors - John Hughes, The West Australian, Channel 7, Lotteries Commission, Burswood Casino.
Creating promotional material
Arranging media coverage - press and radio pre and post event.
Writing, directing and assisting with editing of 2 TV commercials.
Arranging high profile athletes to walk and attend pre and post walk event.
Writing the procedures and running sheets for organisers and announcers.
Managing the 1997 event on the day.
Writing, distributing and collating participant surveys.
Writing event report for major sponsors.
Writing sponsorship proposals for 1997 event.

1996

Women's Sport Foundation

Employed as Events and Media Co-ordinator (9 months)

Scope included:

Devising, promoting and running community events for women and girls including the creation of promotional material and budget management.
Writing press releases and editorials for various journals.
Liaising with country Development Officers and assisting with their training.
Creating opportunities to promote Healthway as major sponsors.

Achievements:

Member of the marketing committee. Wrote a framework for Marketing and Promotions for use by the Foundation.
 Wrote training documents on public speaking and dealing with the media for use by female athletes.

1994 - 1995

Women's Sport Foundation

Employed as South West Development Officer
 (Bunbury, 2 years full time)

Scope included:

Management of the South West office including all office duties, budgeting and servicing of sponsors.
Presenting and lecturing at numerous public seminars.
Devising, promoting and conducting 22 events over 3 years, the largest of these was the Australian Sports Commission's Active Girls' Triathlons (5x).
Filling a weekly position as panelist on the ABC Regional Radio 'Sportstalk' show for 18 months and Radio West for 6 months.
Securing media coverage including TV for events.

Achievements:

First female on the ABC 'Sportstalk' panel.
Installed a new award for female sports administrators in the Bunbury and Collie Sports Star Awards.
Created 5 scholarships for young female athletes from profits generated by events.

1991 - 1993 **Self Employed as Fitness and Marketing Consultant**

Continued to develop and operate the only South West training course for Aerobic Instructors (1984 - 1993)

Clients/contracts: **Ministry of Sport and Recreation** - Aussie Sports Co-ordinator, Bunbury
Sports Medicine Australia - Course presenter
Water Authority of WA - Devised and implemented a 'Back Care' program for 250 employees at various locations throughout the South West. Wrote manuals, trained presenters, delivered the course.
Fitness Institute of WA - acting as South West representative devised, promoted and implemented numerous training workshops for metro and country instructors for 12 years
Crosslands Shopping Centre, Bunbury - Centre promotions manager for 1 year.
Private clients seeking diet and exercise programs, massage, graphic design and marketing services.

1991 - 1992 **Bunbury Recreation Centre**
Employed as Promotions Co-ordinator and Fitness Instructor

Scope included: Devising, promoting and implementing various new courses and services.
Assisting with the training of Fitness Instructors.
Gaining sponsors for the Centre
Liaising with media and gaining more exposure for products, events and services.

Pre 1991 **Narrogin and Collie Recreation Centres**

Duties included: Acting Centre Manager, management of Centre advertising, promotions, and programs.
Program co-ordinator, special events co-ordinator and fitness instructor.

Other work experiences

Regional Co-ordinator - Football Development Trust (3 years). - Upper Great Southern region
Aerobic Instructor's Course - Conducted the MSR course in the country. Devised a 50 hour extended course.
Worked with the 'Narrogin Observer' for 9 months as artist and wrote a 'Women's page' for 9 months.
Worked in the advertising industry (Perth) for 4 years as a graphic designer.
Contracted by various printing organisations as a graphic designer.
Contracted by TAFE to teach community courses ranging from vegetarian cooking and drawing to yoga and stress management.
Owned and operated wholesale production tree nursery for 10 years.

Other abilities

Public speaking and presenting

Professional Speaker, conference presenter

Golden West Network TV presenter for 5 magazine style 1/2 hr shows - "Our WA"

ABC Regional Radio presenter - 'Sportstalk' show

Radio West weekly live guest

Co-hosted 2 stage productions at Bunbury Entertainment Centre - "The Bunbury Body Classic"

Presented own research at 4 National recreation industry Conferences

Qualifications

Cert IV Strategic Marketing Management

Cert IV Workplace Trainer and Assessor

Cert IV Frontline management

Cert IV Business (Sales)

Diploma in Graphic Design

Previous - Level 2 Sports Coach Level 2 Sports Trainer

Qualified Fitness Leader

Courses and seminars attended

National Speakers of Australia - National conferences 2007, 08, 2010

National Speakers Association - Monthly training

Australia Post - Customer Marketing Program

WA Sports Federation - Developing Winning Sponsorship Relationships

Alan Pease - Winning Moves (Sales and Communication)

Advertising Federation of Australia - Trade Secrets 2000

Awards

WA Recreation Industry Awards - "Highly Commended" Service to the Industry
Fitness Leader of the Year 1993 and 1989

Memberships

National Speaker Association of Australia since 2005, President WA Chapter and
NSAA Board Director 2008

Referees

Ian Crawford, Candor Training

PO Box 348, Leederville WA

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