

# ABBY FULTON

MARKETING AND COMMUNICATIONS PROFESSIONAL

Canberra, ACT 2606 | 0423 346 221 | abbyfulton00@gmail.com

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## PROFILE SUMMARY

An experienced, innovative and creative communications and marketing professional with industry experience.

Focused on developing successful campaigns and product marketing plans that satisfy internal and external stakeholders, that meets demanding objectives of the business.

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## SKILLS AND ATTRIBUTES

- Experienced, confident, creative communications professional.
  - Highly developed interpersonal, liaison and negotiation skills and the ability to build and maintain relationships with internal and external stakeholders.
  - A confident communicator with highly developed oral and written skills with the ability to effectively communicate and negotiate with a broad range of stakeholders.
  - Ability to adjust to a fast-changing environment and working with stakeholders to achieve results, and work within and across teams.
  - Highly organised and ability to prioritise tasks.
  - Ability to prioritise and coordinate complex tasks, manage peak workloads, meet agreed deadlines and deliver tasks.
  - Communicate effectively with colleagues.
  - Proficient technological skills, particularly in Microsoft suite, Canva, WordPress, Hootsuite, and Adobe Creative Suite.
  - Copywriting abilities.
  - Graphic design proficiency.
  - Experience interpreting, reporting and monitoring analytics of all communication methods.
  - Strong accuracy and attention to detail.
  - Ability to achieve outcomes, take on feedback and respond positively to criticism.
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## PROFESSIONAL EMPLOYMENT

### MARKETING AND COMMUNICATIONS ASSISTANT

MARCH 2021 – CURRENT

Master Builders ACT

#### Marketing and Communications:

- Develop, implement and evaluate campaigns for all areas of the business. Including the planning and content creation, coordination and writing of web content, member communications, social media and media releases.
- Content creation and scheduling of social media campaigns, for events including CCF Earth Awards, Excellence Awards, Apprentice Awards and Annual Dinner. This includes finalist and winners campaigns as well as ticket sales promotions. Applying technological skills in Adobe, Canva, and Hootsuite.
- Work across the business to implement the MBA marketing plan (MBA GT, Member Services and Membership), in line with the organisations strategic plan to align with brand values.
- Write and proof articles for eDM communications for all aspects of the MBA business.
- Engage with various areas of the business to assist with the creation and promotion of the Annual Report and Budget Submissions.
- Support the development of written content for the organisation's publications.
- Achieve corporate goals for MBA.
- Support all areas of MBA with communication deliverables.

## Digital / Social Media:

- Coordinate, implement, publish and monitor content across the organisation's social media channels to engage a variety of audiences. Applying technological skills in Adobe, Canva, and Hootsuite.
- Utilise training opportunities to stay up to date with the latest social media content trends and technologies to ensure MBA continues to capitalise on new and existing opportunities.
- Regularly develop and maintain quality content for the organisation's website.
- Reporting on analytics and using the findings to optimise and adapt our social media & content strategies to meet defined brand and marketing objectives.
- Preparing monthly social media and eDM reports and analysing this data to deliver quality insights and actionable outcomes.
- Providing the Partnerships Manager with regular analytics and reports from communication activations to deliver on partnership agreements.
- Content creation of all design collateral required for MBA events, including event programs, VIP invitations, name tags, menus and certificates.

## Stakeholder Engagement:

- Support Partnerships Manager to engage with external providers to ensure valuable outcomes based off their partnership agreements.
- Interact across MBA ACT to drive collaborative ideas for new opportunities.

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## BUSINESS SUPPORT COORDINATOR

JULY 2021 – CURRENT

Attivo Consulting

- Reporting on communication analytics, providing feedback and improvements for all social media and communication efforts, including boosting of social media content to reach new audiences.
- 24/7 monitoring and managing of social media content, responding to comments, expanding reach and followers to protect brand awareness and reputation.
- Construct all marketing collateral and campaign material for Attivo Consulting.
- Constantly seeking new stakeholders and business partners to be involved with Attivo Consulting as well as engaging with current internal and external stakeholders
- Applying technological skills in Wordpress for website content creation, development and monitoring.
- A major part of my role in 2022 has been the creation and implementation of all communications content for Attivo Consulting Conference.
  - Design all conference collateral logo, header, footer, entire branding suite, sponsor package agreements, event program, agenda, flyers, brochures, social media content and Canberra Weekly graphics)
  - Creation of social media advertising content, including imagery and videos
  - Creation of communications plan and implementation strategy for promotion of event, and promote ticket purchases
  - Liaising with stakeholders and sponsors to meet agreements

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## ADDITIONAL EMPLOYMENT

### WAITRESS AND MANAGER

2016 – CURRENT

Belluci's Woden

### WAITRESS & BAR

2020 – CURRENT

Corvina Italian

### MEDICAL RECEPTIONIST

2020 – 2021

Your GP – Crace, Lyneham and Denman

### RECEPTIONIST/ MEDICAL ASSISTANT

2018 – 2019

Compass Fertility

### WAITRESS

2015–2016

Ace High Eatery and Bar

## EDUCATION

### BACHELOR MEDIA, COMMUNICATIONS AND MARKETING

University of Canbetta

GRADUATE NOVEMBER 2022

### YEAR 12

Canberra Girls Grammar School

GRADUATED 2018

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## ACHIVEMENTS

### DEANS EXCELLENCE AWARD

University of Canberra

SEMESTER 1, 2021

### DEANS EXCELLENCE AWARD

University of Canberra

SEMESTER 2, 2021

### IAA BIG IDEA CHALLENGE

Project Manager, Creative Lead

2022

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## ADDITIONAL INFORMATION

PROFESSIONAL WORK PORTFOLIO AVAILABLE UPON REQUEST

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## REFEREES

LIZ NAIR, ATTIVO CONSULTING

### DIRECTOR

Mobile: 0418 252 714

Email: [liz@attivoconsulting.com.au](mailto:liz@attivoconsulting.com.au)

ZOE MIDDLETON, MASTER BUILDERS ACT

### SUPERVISOR, COMMUNICATIONS MANAGER

Mobile: 0424 145 582

Email: [zmiddleton@mba.org.au](mailto:zmiddleton@mba.org.au)