

NATHAN MOSS-PENMAN

Location: Eden Terrace, Auckland
Linkedin: [linkedin.com/in/natemoss](https://www.linkedin.com/in/natemoss)
Email: natemoss@gmail.com
Mobile: +64 21 922 822
Portfolio: behance.net/natemoss

PROFESSIONAL STATEMENT

I'm energised by doing great work and delivering value, which motivates me to go the extra mile to ensure positive outcomes for clients, businesses and stakeholders. Combined with a solid creative and technical background, I have a proven track record of successfully mentoring and leading innovative teams across a vast range of projects. Teamwork is really important to me and I strive to ensure my team is supported and set up for success. I have gained invaluable experience in the roles I have previously held, allowing me to develop professionally, but find myself seeking new opportunities to challenge and showcase my creative and leadership skills.

KEY SKILLS

- Leadership & Team Management
- Creative Studio Management
- Strategic & Creative Mix Capabilities
- Broad Digital Marketing Knowledge
- Project & Stakeholder Management
- Hands-on Creative & Problem Solver

TECHNICAL SKILLS

- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- HTML/CSS and WordPress
- Email Systems: Mailchimp & Campaign Monitor
- Project Tools: Basecamp, Asana, Slack & Trello
- Database Systems: Salesforce, iMis, WooCommerce, Survey Monkey & POSbiz

WORK EXPERIENCE

Marketing Manager (Contract) - Auckland Unlimited / Feb 2022 - Jun 2022 (Auckland)

Reporting to project leads and supporting an existing marketing team, managing the marketing and communications related to Activate Tāmaki Makaurau, the Government funding of a \$60m COVID-19 support programme for Auckland businesses.

- **Campaign Management:** Lead and produced campaign updates related to business partners, promoting funding applications, available business resources and access to wellbeing service offerings.
- **Creative:** Managed creative for communications, video highlights show-reel and project presentation reporting.
- **Planning:** Responsible for project wind-down, identifying key milestones and implementing cross-platform changes
- **Stakeholder Engagement:** Working with business partners, identifying opportunities for leverage and coordinating cross-agency marketing, communications and shared resources.

Marketing Specialist (Contract) - Alexandra Park / Jun 2020 - Feb 2022 (Auckland)

Approached by the CEO to take over marketing functions during the peak of the COVID-19 pandemic, undertaking both creative and marketing leadership for the club's operations, quickly learning of existing systems, capabilities and transitioning to a digital-first focus marketing strategy.

- **Creative & Digital Campaigns:** Developed creative and executed campaigns, utilising outdoor media, social and digital assets for 36 Race nights annually, including significant events such as Auckland Cup Day and Christmas at the Races which included multiple activations, entertainment and fireworks, returning c. \$350k revenue despite the pandemic.
- **Planning:** Reestablishing racing and hospitality operations marketing and event activations post-COVID lockdown, implementing flexible digital strategies while working within Government restrictions and guidelines.
- **Budgeting:** Ownership for a \$271,000 budget across multiple brands, responsible for reducing external expenses and management over marketing, collateral and media channels (Out of home, digital and radio).
- **Event Management:** Developed and run new event activations, resulting in diversifying and attracting new clientele through the creation of regular events: Quiz Night, Drag Bingo, Pool Nights, Summer Beer Garden and dance festivals.
- **Membership:** Responsible for annual renewals, annual general meetings and development of e-commerce membership renewal, as part of ongoing digitisation and customer experience improvement, resulting in a shorter renewal window.

Marketing Services Manager - Employers and Manufacturers Association (EMA) / Dec 2014 - Jan 2020 (Auckland)

Promoted from a previous role, and reporting to the GM of enterprise services as a part of the leadership team, responsible for leading a creative team of five marketing professionals, as part of an in-house agency, implementing marketing for business events, training, advocacy and membership campaigns for EMA, ExportNZ and the wider BusinessNZ family of brands.

- **Leadership:** Lead the centralisation and establishment of a full-service marketing department, through upskilling and mentoring, resulting in high performing and dedicated staff members, covering: comms, graphic design, web design, video and special projects, enabling us to spearhead a digital transformation of business service offerings and experiences.
- **Workflow Management:** Oversaw all aspects of design and development while providing constructive feedback and recommendations as required. Annually producing over 45 conference websites, 130 dedicated emails, and mixed media digital campaigns, including a further 18 major industry-specific national conferences.
- **Brand Management:** Established a single cohesive modern brand look and feel, removing segmented business approaches and delivering a comprehensive digital and print brand, including voice and values for the organisation.
- **Stakeholder Engagement:** Developed and maintained successful relationships with senior management and external partners. Responsible for tracking and influencing decisions impacting marketing across multiple departments c. \$2.mil.
- **Budgeting:** Ownership for a 500k budget across different media channels (radio, print and digital) generated savings of 100k through ongoing reviews, accurate forecasting and supplier negotiations.
- **Project Management:** Successfully led key projects enhancing internal digital capabilities and processes. Including video content strategies, the migration of email marketing/automation systems and improved online member experiences.

Key Marketing Campaigns Include:

Fix the Bill - Working in partnership with six other business associations, I led a \$500k nationwide political petition campaign, objecting to changes with the employment relation amendment bill. Channels included fixed and mobile billboards, SEO digital and print ads and the development of a petition website. Over 3k emails were generated and sent to government officials from 2500+ business organisations, resulting in a change to a pending employment relations bill review.

Sleep Easy - Leading ground up with the development of membership retention/lead generation campaigns, this automated freemium site generated over 800 new leads, with a total of 8000 visitors in the first two months of activation on a nil budget. After a successful run, the project was redeployed again as a dedicated Holiday Season promotion using a mix of video, social and radio advertising, resulting in a further 10k downloads and data capturing within the first five weeks of activation, resulting in a 5% increase in retention and new memberships.

Board Member (Volunteer) - Rainbow Pride Auckland / Mar 2019 - Present (Auckland)

A founding member, responsible for brand, marketing and events while also working towards establishing lasting relationships with funding sponsors, partners, and vendors to restore and produce the annual Rainbow Pride Parade in Auckland.

- **Creative Design:** Developed brand identity from inception through to application and merchandising.
- **Brand Management:** Created and implemented marketing strategies; brand awareness campaigns, and ultimately promoted the Parade's return through several marketing channels, resulting in over 10k people in our first year, followed by a further estimated 20k in our second despite two postponements due to COVID-19.
- **Strategic Planning:** Developed and launched community engagement surveys, establishing needs analysis using email and social, receiving a 60% open rate with over 1000 responses. This was used to implement our strategic approach to some complex community issues and further affirm the need for visibility through the Parade.
- **Stakeholder Engagement:** Developed and led partnerships with Ponsonby Business Association, Viaduct Harbour Holdings and others, resulting in two significant events during Pride Month and securing funding from Council c\$50k in year one and a further c\$30k in year two.

FURTHER EMPLOYMENT HISTORY

Team Leader, Brand & Marketing - EMA	2014-14
Marketing Executive , Membership - EMA	2012-14
Marketing Consultant - Aussie HB	2012-14
Marketing, Graphics & Web , Events - EMA	2008-12
Marketing Executive - ICONZ Group	2006-08

EDUCATION

Employers & Manufacturers Assn.	Marketing Association:
Budgeting & Finance Fundamentals, 2017	Digital Marketing Bootcamp, 2019
Managing High-Performance Teams, 2016	Strategic Brand Management, 2018
Business Management Essentials, 2015	Eastern Institute of Technology:
	Diploma in Visual Art & Design 2001