



CLAUDIA TOSA



Portfolio



EMAIL CAMPAIGNS

- Devised concept, created copy, design, A/B testing, implementation and reporting.

- Proficient with Mailchimp, Hubspot Marketing.

- Successful results:
 - 22% Unique Open Rate
 - 6.4% Clicks to Open Rate



Hi [first_name],
 It's been some time, hope you're doing well!
 New year, new career? Whether it's one of your resolutions to find a new job in 2020 or simply keeping an eye on the job market, Interpro is here to help.
 I'm Fahed, a specialist FrontEnd Development Recruitment Consultant. I work with a vast number of organisations helping them build their teams and finding candidates like you their ideal role. Leveraging industry knowledge and connections, I can also access those roles tucked away in the hidden job market.

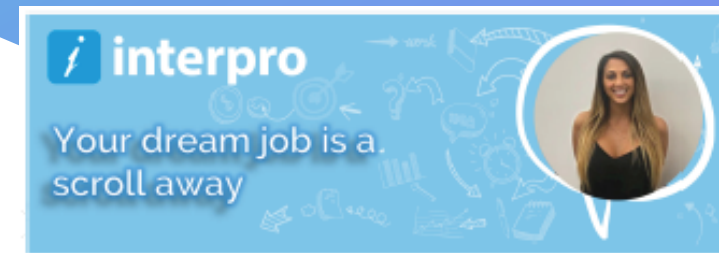
- Your next job could look like:
- JavaScript Developer role for a global American company
 - Experience with modern frameworks such as React
 - Based in the heart of Brisbane, vibrant and cool office environment
 - Work with a great team culture with a strong collaborative approach

Keen to hear more about it?
[YES, CALL ME BACK](#)



I'd love to hear more about you!
[OK, CONTACT ME](#)

[Email Link](#)



Hi [first_name],
 It's been some time, hope you're doing well
 Are you considering venturing into a new role or simply keeping an eye on the job market?
 I'm Elsa, a specialist .Net Developer recruiter. I work with a vast number of organisations helping them to build their teams and finding candidates like you their ideal role. Leveraging industry knowledge and connections, I can also access those roles tucked away in the hidden job market.

- Your next job could look like:
- .Net Developer Role
 - Central Melbourne location
 - Innovative market leading cloud-based business, using the latest and greatest tech
 - Large roadmap of exciting features where your ideas and efforts are recognised

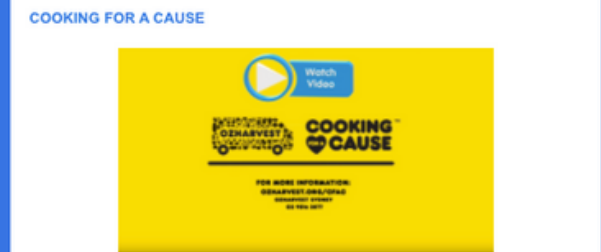
Keen to hear more about it?
[YES, CALL ME BACK](#)



I'd love to hear more about you!
[OK, CONTACT ME](#)



Hi All,
 Interpro's Charity Program is kicking off in 2020 with our first Volunteer Day on January 17th 2020. In line with our culture and values, this is a great chance to leave a mark on our community with a significant contribution.
 All, whilst having some fun out of the office and strengthening our teams.
 Nationally, we will all be taking part in Oz Harvest's Cooking for a Cause. What's Cooking for a Cause? Watch the video and find out!



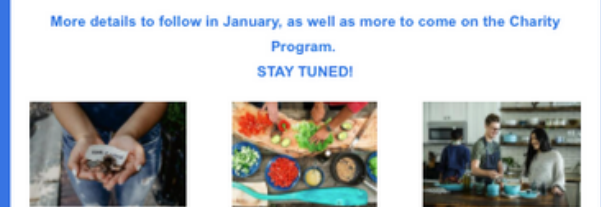
ABOUT OZ HARVEST
 OzHarvest is Australia's leading food rescue organisation, collecting quality excess food from commercial outlets and delivering it directly to more than 1300 charities supporting people in need across the country.

- DID YOU KNOW?
- For every \$1 donated Oz Harvest can deliver 2 meals to Aussies in need. To put it into perspective, that's 8 meals for the price of a regular coffee
 - The average household in Australia tosses out almost 5kg of food per week.



PLAN FOR THE DAY
 8.30 - 9.30: Opportunity to check emails and action anything urgent at desks
 9.30 - 10.00: Presentation introducing 'CSR @ Interpro', overview of the afternoon activity, a bit about Oz Harvest and where the money will go (Whitney-I will send to you ppt)
 10.00 - 11.00: Trivia quiz (mix of general knowledge, Interpro and Charity related questions) with \$3 to 'enter' all going to Oz Harvest
 11.00 - 11.30: Bake sale (And opportunity to grab video clips of the team talking about the day to post on socials)
 12.30 - 4.00: 'Cooking for Care' Team Building
 4.00: Early finish

Dress: Casual and comfortable for the day ensuring you have closed toed shoes for cooking!



More details to follow in January, as well as more to come on the Charity Program.
[STAY TUNED!](#)

[Email Link](#)

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THIS MONTH'S FOCUS

Improve your work culture through Agile practices

Whether or not you are part of a tech delivery team, you can benefit from the Agile Program Management framework to build the foundations for an empowering company culture of innovation and collaboration.

From *Daily Stand-ups* to *Visual Radiators*, discover the Agile practices and ceremonies on our [latest blog](#).

[Read More](#)

Also on this topic and not to be missed is our [upcoming webinar](#). Presented by The Culture Equation [Robert Lean](#), this webinar will offer an opportunity to learn the Agile tools that would help you break down silos and improve team communication. We will be live on:

Wednesday 18th June 2020
Sydney: 12.30 pm - 1.15 pm
Singapore: 10.30 am - 11.15 am

[REGISTER](#)

THE CULTURE EQUATION SUPPORTS ...



We believe in giving back and we do this by offering our time and services to noble causes. Over the course of the next three months, we will be delivering our [Team Accelerator Program](#), to the team at the Dry July Foundation. This program is designed to expand capabilities, building cohesion and trust supporting the team behind Dry July Foundation to achieve their best work during their busiest time of year.

"We're so excited to be working with The Culture Equation on the Team Accelerator program. We're a small, nimble, dedicated team, and we're looking forward to getting the most out of this program to improve our effectiveness and communication as a team. By optimising the way we work together, this will ultimately help us improve our Dry July campaign, and raise more funds for people affected by cancer."

Katie Evans - General Manager
Dry July Foundation

SOME OF OUR FAVOURITES

Here is a curated selection of reads and podcasts to enjoy this month, between a Zoom meeting and a Netflix series.



#1 book to teamwork



3 Ways Managers Can
Drastically Improve the
Lives of Their Employees



Making Sense



Brand New Brand You

[Email Link](#)

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Hello <<First Name>>

Thankfully, here we are approaching the end of this challenging year.

You may wonder "Where has The Culture Equation been?". Yes, we've been quiet, but that's because we have been busy cooking up a storm for you! In fact, we have jumped into the new season with a fresh name for our newsletter. **The Grapevine**. But while what you'd normally hear through the grapevines is gossip, don't be mistaken because from us it's nothing but **rich insights** and **thought provoking content**. Like it? Tell a friend!

[Forward this email to a friend.](#)



Then ... (drum roll!) we have launched a flashy [new website](#) with not just a revamped look and feel, but most importantly sections and services designed with **YOU** in mind. **Go check it out! What do you think?**

[TAKE ME TO THE WEBSITE](#)

With your team's experiences of 2020 in mind, we have launched the [Team Accelerator Program](#).

Teams have had to navigate change, ambiguity and insecurity over the past year. The 12 week [Team Accelerator Program](#) enables organisations to **adapt quickly** and **lead with bold aspirations to succeed amidst massive, system-wide change**.

[Email Link](#)

View this email in your browser

We're running a special introductory offer for our dedicated readers. Because of your support, you can claim a **COMPLIMENTARY** cultural assessment and 1 hour team coaching session - valued at over \$5,000

[YES, BOOK ME IN!](#)

The Team Accelerator Program is tried and tested!

Read how **The Culture Equation** accelerated the **Dry July Foundation's** team during their busiest time of the year. Has your team been going through:

- Restructuring / reforming stage?
- New leadership coming on board?
- High targets despite market volatility?
- Change of strategic direction?



[Read the case study](#)

Give us 12 weeks to build you a brand new team, but with the same people.

[Find out how.](#)

VIRTUAL MEET-UP: Community and Belonging to Retain Top Talent

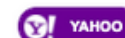
Workforces have never been more mobile than now, **the struggle for stability is real**. As a result, **the same factors and perks that retained talent in an organisation won't cut it anymore**.

Consultant [Robert Lean](#) will uncover:

- How to measure belonging
- What to do to create and maintain a feeling of belonging across teams
- Embracing and promoting individual growth to increase belonging

Wednesday, 25th November
1pm - 1.45pm AEST
10am - 10.45am Singapore
6pm - 6.45pm California (24th November)

[SOUNDS INTERESTING, LET'S REGISTER!](#)



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A special
holiday greeting

from all of us at
nVision Talent



Happy Holidays!

Wishing you and your loved ones a lovely break and a happy New Year.

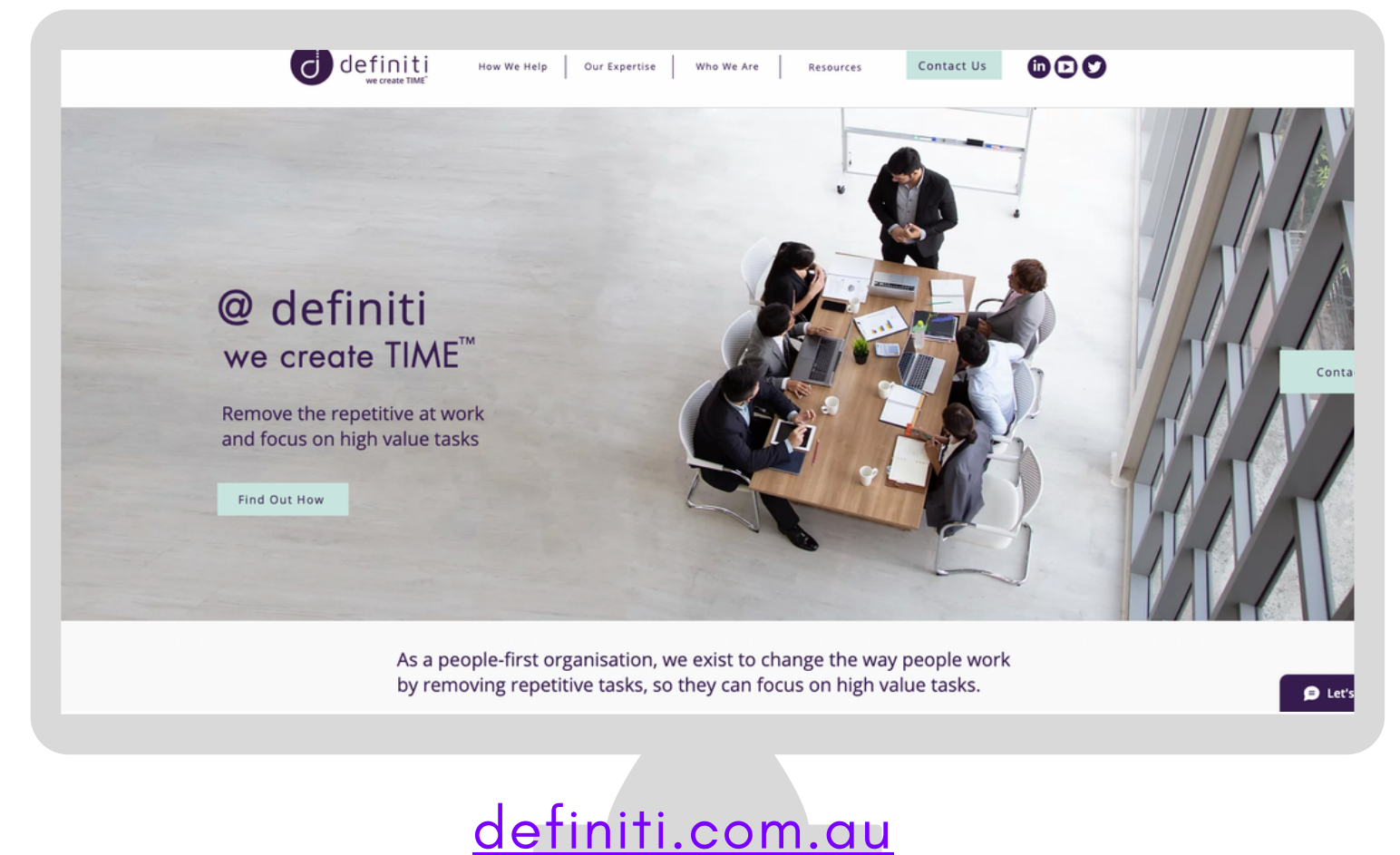
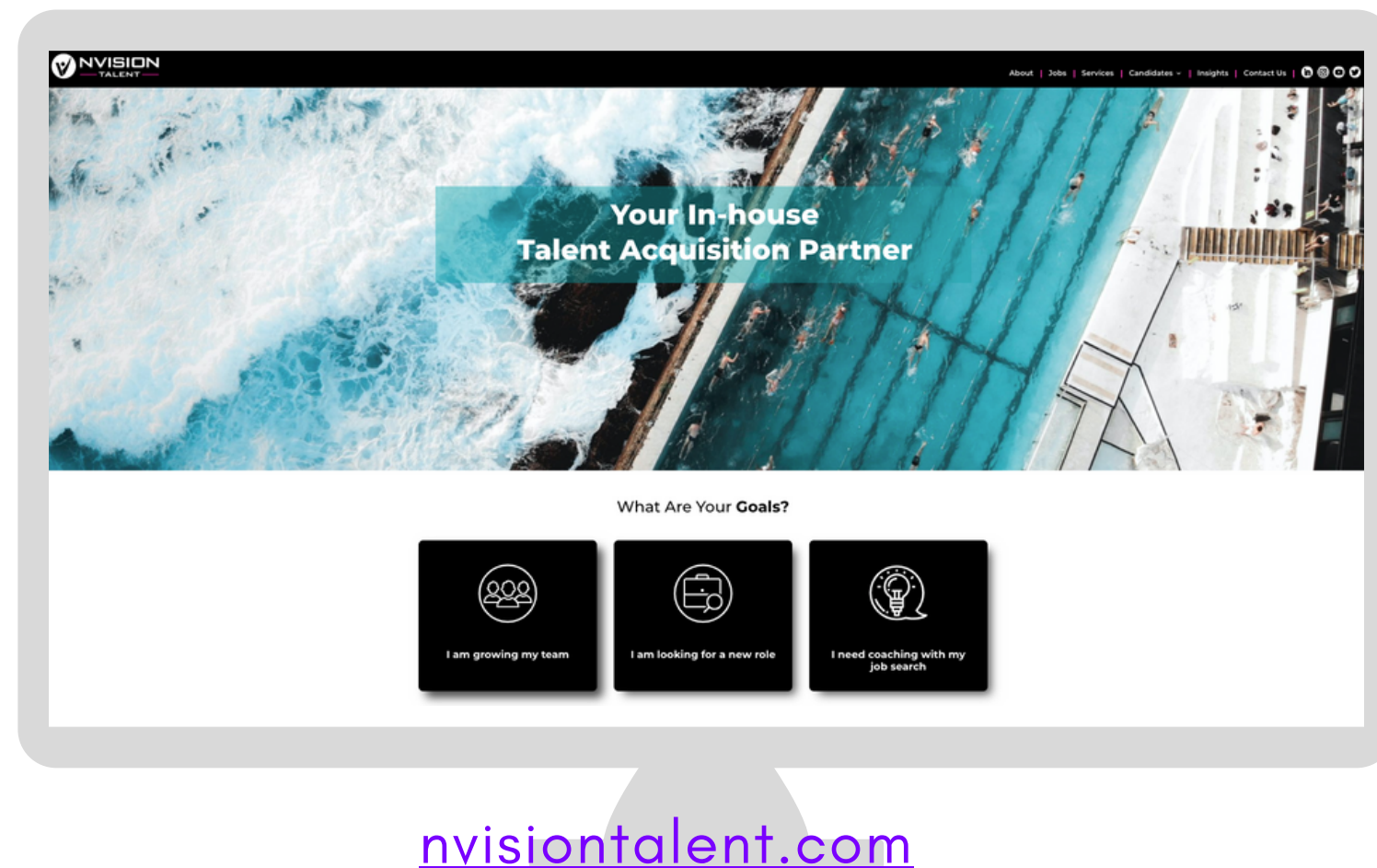
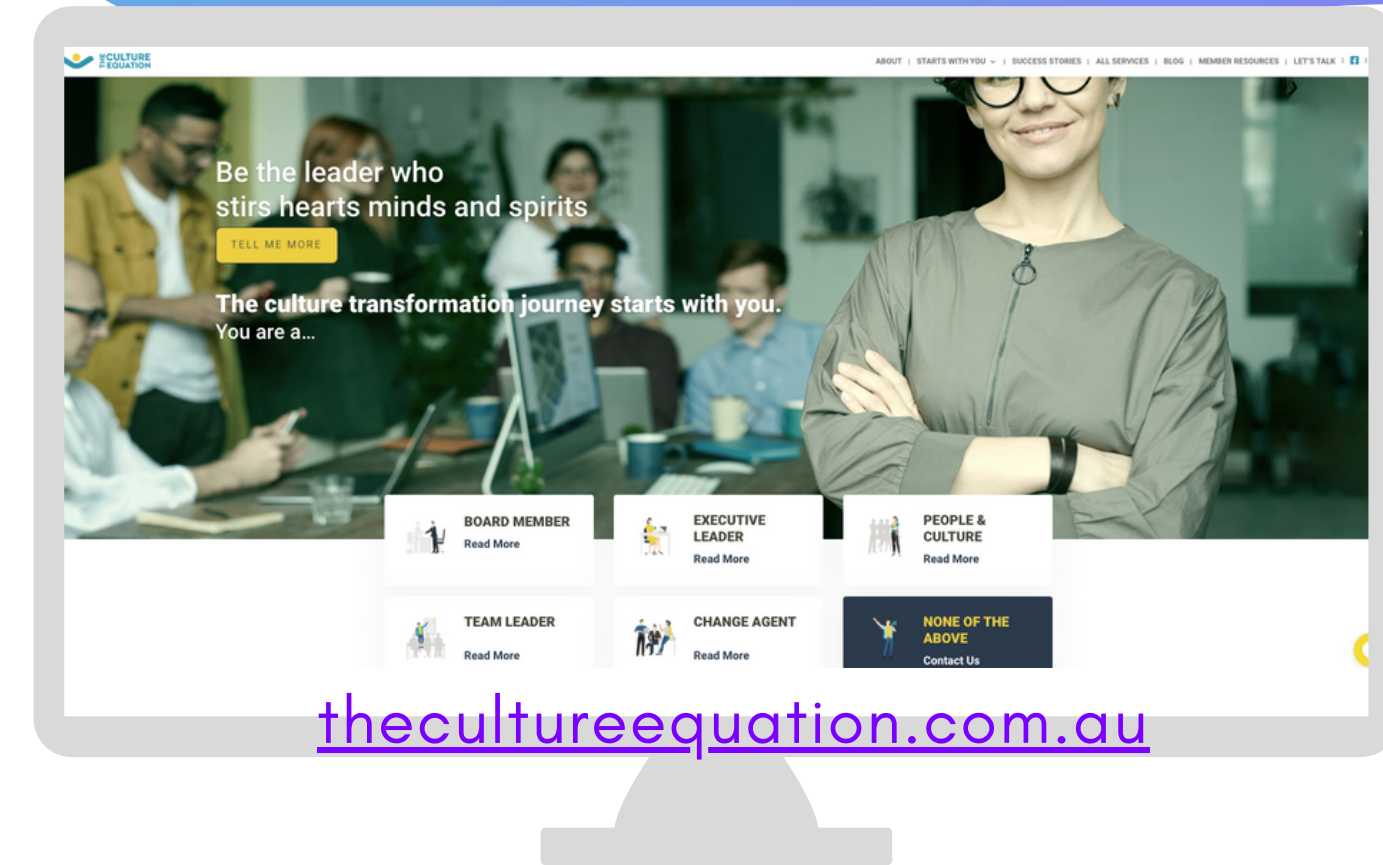
The Team at nVision Talent



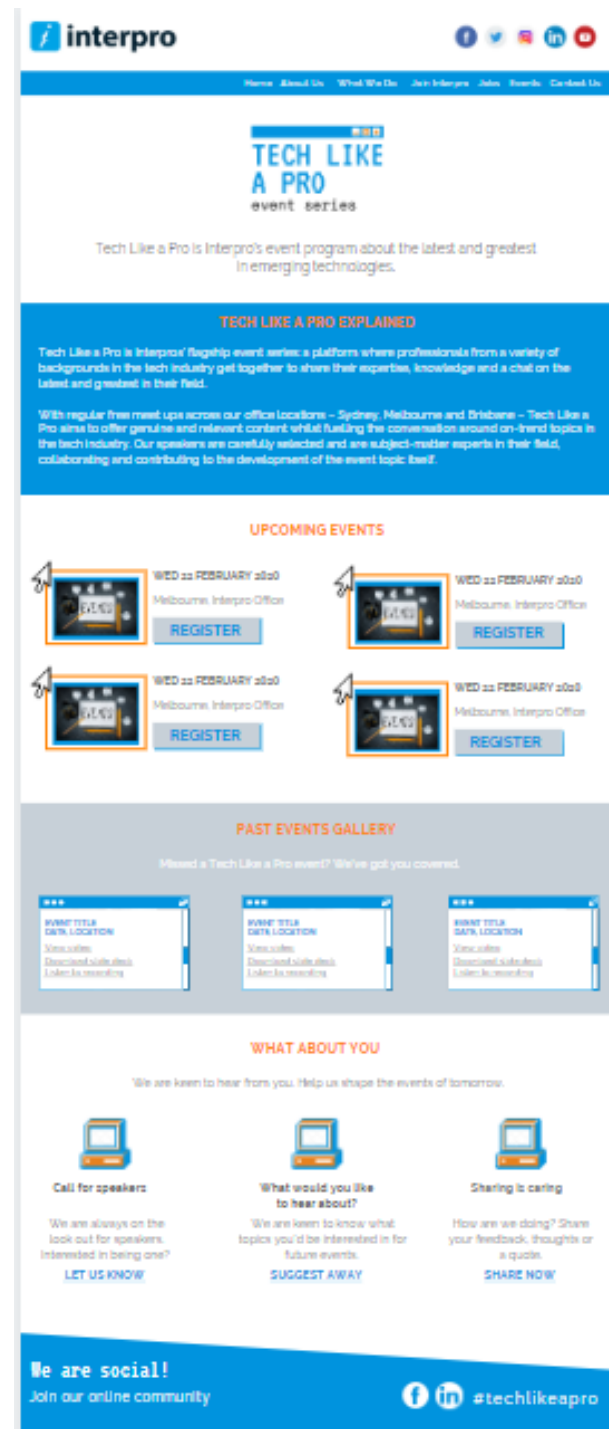
WEBSITES & LANDING PAGES

New website redesign:

- Wordpress platform with Divi Builder/Theme
- Keywords research and competitor analysis
- Developed website architecture
- Developed content, copy and wireframes
- Created web pages
- Coordinated a team of designer and developer for website branding and responsiveness



WEBSITES & LANDING PAGES

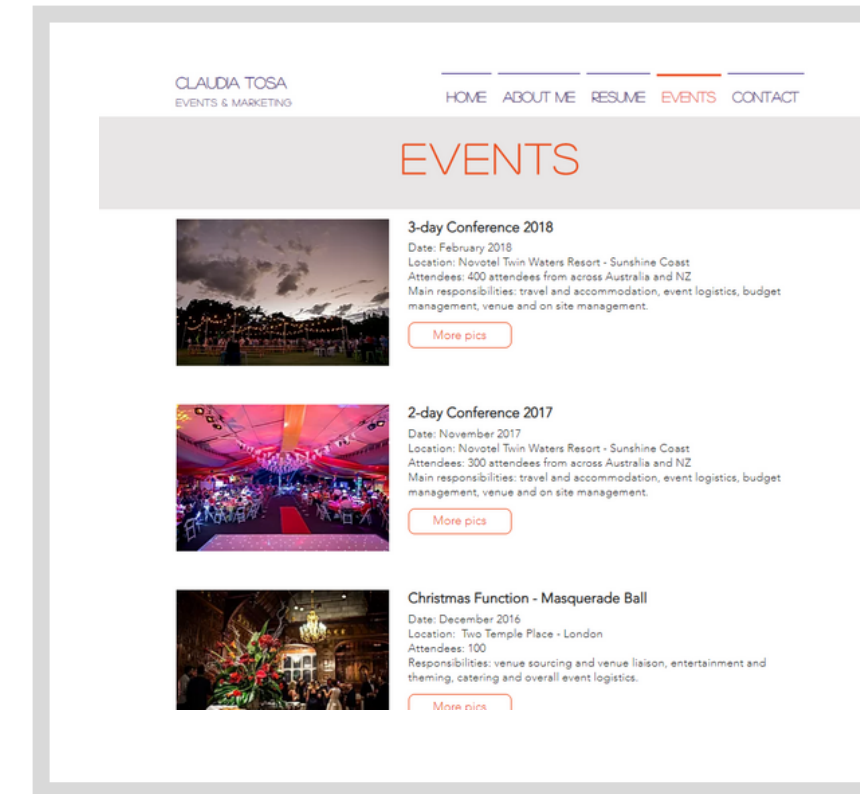


[Page Link](#)

Designed visual mock-ups for new pages on existing site.

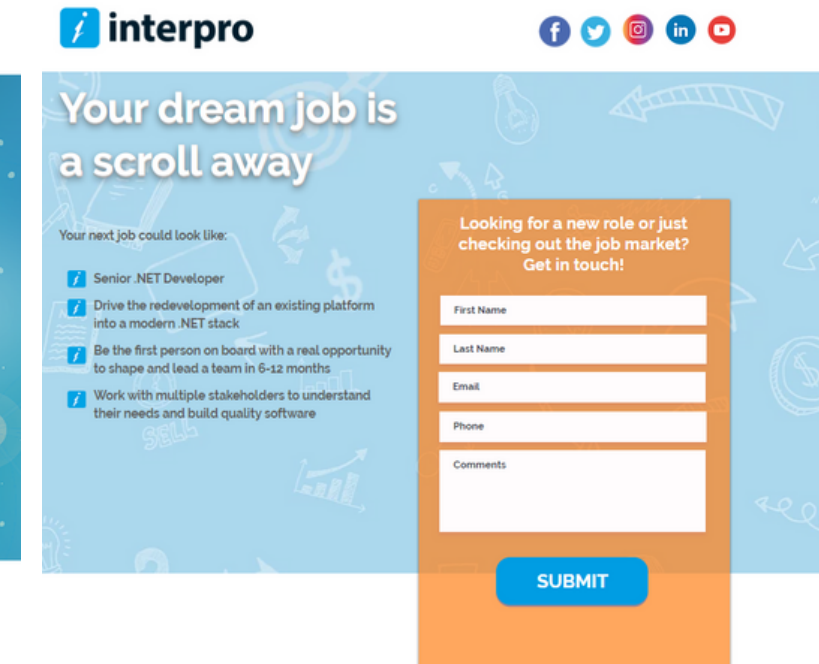
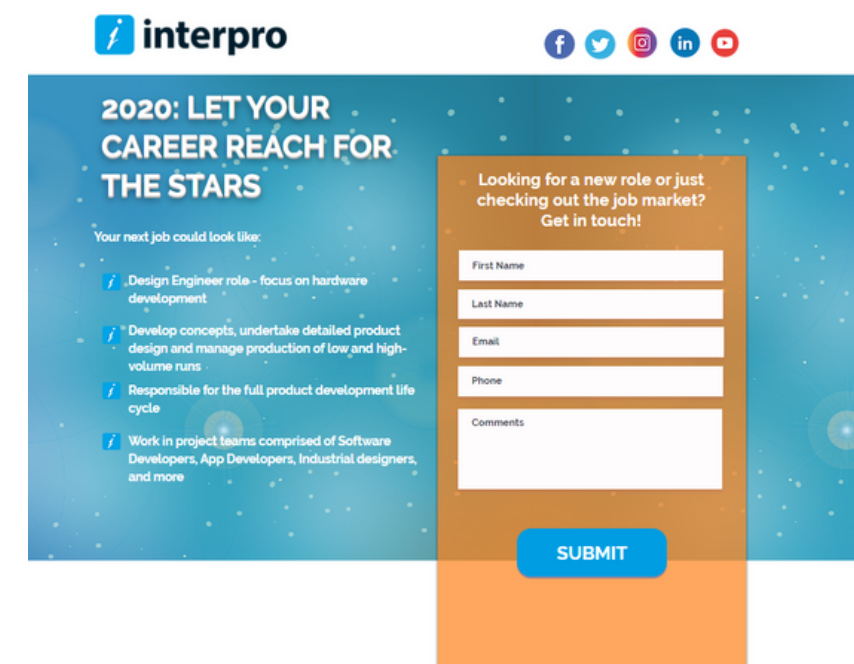


Designed and created landing pages for lead generation using WIX.



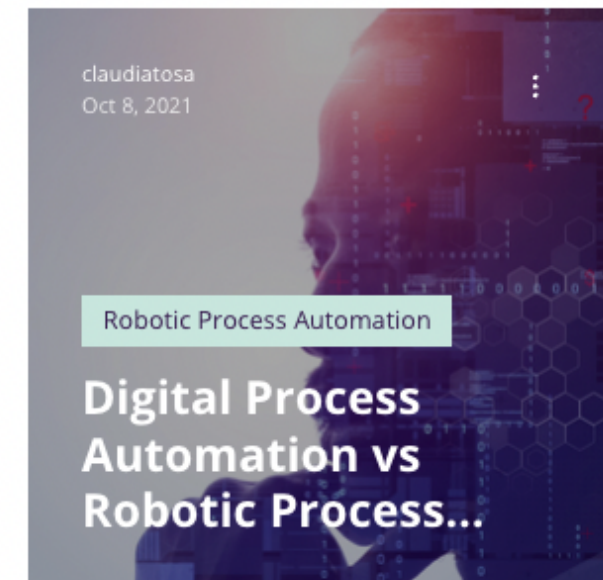
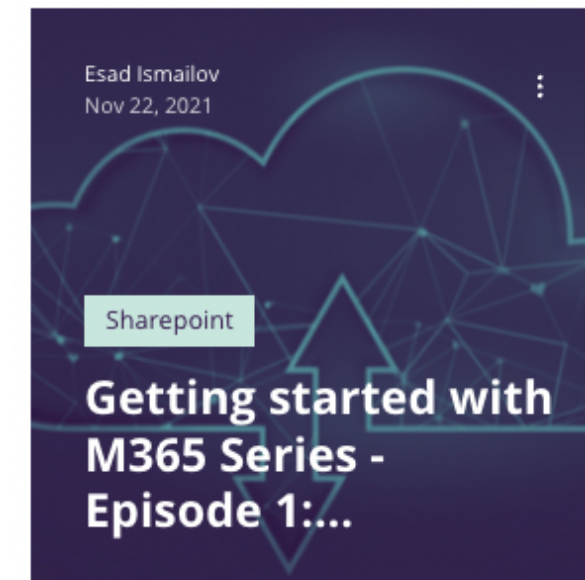
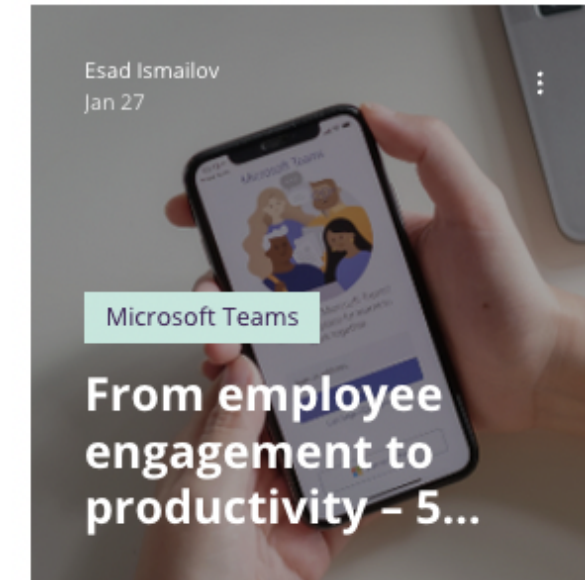
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BLOGS

nVision Talent Blogs



Chefly Blogs



Serving Up the New Chefly App



Meet the Co-Founder of Chefly



Just Like Nanna Made It

Definiti blogs

CASE STUDIES



Dry July Foundation X Culture Equation

- Conducted interviews
- Copywriting
- Coordinated shoot and video editing



Merlin Entertainment X Culture Equation

- Conducted interviews
- Copywriting

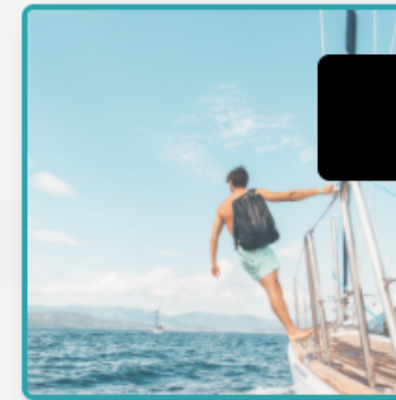


Career Change Made Easy

"I asked Fhiona if she could move me into the world of tech sales and she accepted the challenge but was also clear on what my expectations should be from the start"

nVision Talent Candidate

[READ THE CASE STUDY](#)



Rough Waters, Smooth Sailing

"From the very first touch point, I could tell Sam had extensive knowledge of the industry, understood what I could bring to the table for this role and my cultural fit."

nVision Talent Candidate

[READ THE CASE STUDY](#)



Job Hunting Rollercoaster

"The team goes above and beyond to ensure they understand your personal and professional needs, present quality career opportunities, and connect you with the right people."

nVision Talent Candidate

[READ THE CASE STUDY](#)

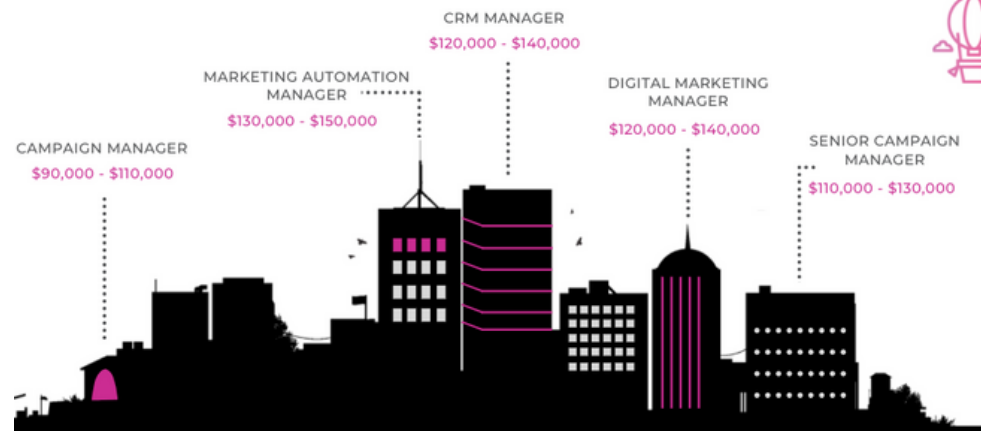
nVision Talent Candidate Case Studies

- Conducted interviews
- Copywriting

OTHER MARKETING ASSETS

SALARY GUIDE

2020 MARKETING AUTOMATION

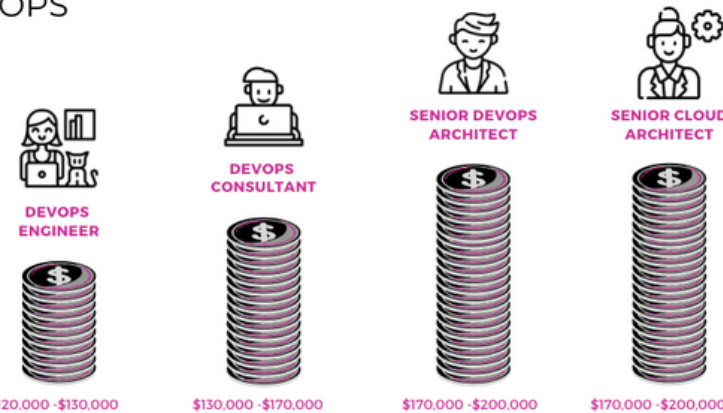


What role are you looking for? Drop us an email at info@nvisiontalent.com

*Salaries are exclusive of Superannuation and any potential variable bonuses

SALARY GUIDE

2020 CLOUD ARCHITECTURE & DEVOPS



What role are you looking for? Drop us an email at info@nvisiontalent.com

*Salaries are exclusive of Superannuation and any potential variable bonuses

KEY STATS

100+ LINKEDIN MESSAGES
Received in response to post

4 TEXT MESSAGES
Received

260 LIKES

17 COMMENTS
as of 1.00 pm today

21,000+ VIEWS
74% were first degree connections

PAYMENT SOLUTIONS THAT FIT PERFECTLY

Our 20-year experience and flexible services offer precisely what you and your customers need.

FIND US AT STAND H53,
GRAND HALL - LOWER LEVEL



securetrading.com/retail

secure // trading



SENSE OF PURPOSE

As technology experts, our teams know their work is shaping the businesses of tomorrow. Such awareness is behind their drive to succeed and excitement to see the smile on their clients and candidates' faces. We touch peoples' lives with empathy and commitment, nothing is ever left to chance. This is the spirit that fuels our business.

EARNING POTENTIAL

Here, high expectations being exceeded are the norm and our consultants know their efforts, grit and resilience will be rewarded. Interpro's success is our people's success. In return, we offer a number of incentives ranging from extra leave, to all-inclusive paid trips. You can start earning commission immediately with our transparent structure, while our top performers regularly double their income. With no limit to your earning potential, through our generous commission strategy, we truly support you to earn what you deserve.



TECH EXPERTISE

Close to 30 years ago, our founder - a software developer himself - launched into recruiting tech experts. From IT professional, to recruiter, to entrepreneur: this journey reflects Interpro's spirit of evolution and constant innovation. We are the hand helping businesses to keep on top of everchanging technologies. Be part of Interpro, be part of the tech revolution.

YOUR CAREER JOURNEY

Careers don't follow straight trajectories. Mindful of this, Interpro supports each individual in accelerating their ambitions and unique aspirations. Our Lead Academy training is designed to set up a transparent pathway to promotion for each of our people. You might be embarking on your recruitment journey or be an expert in your craft, whenever you see yourself going we have the platform to get you there.



CULTURE

Our culture is a unique blend of our people's values, beliefs and quirks. We celebrate everyone's individuality through freedom of expression and encourage our consultants to challenge the status quo of recruitment. Whether you come up with an alternative approach or have a new game plan in mind, at Interpro your voice is always heard. We empower your commercial creativity. This is the true entrepreneurial spirit: from 30 years ago, still at the heart of who we are.

COMMUNITY

At Interpro, our definition of success goes beyond our commercial achievement. We are actively engaged and committed to making a significant contribution to our society. We proudly offer our people an additional day of annual leave to be spent volunteering in our local communities. Charitable initiatives are also supported throughout the year: November, City to Surfer 'RUCK Day', to name a few. We channel our work ethic and ambition to make an even greater impact.



SOCIAL LinkedIn

Managed
nVision Talent
LinkedIn Feed

Chefly Australia
78 followers
2mo · 🌐

Seasoned Aussie Chef and Director at [Eggzi](#), [Mark Beattie](#), reveals how he became a chef, his passion for fresh, local produce, and exactly what food - and cooking - means to him.

Check out his story over at the blog: https://lnkd.in/ghe_Rgp



Managed Chefly
LinkedIn Feed

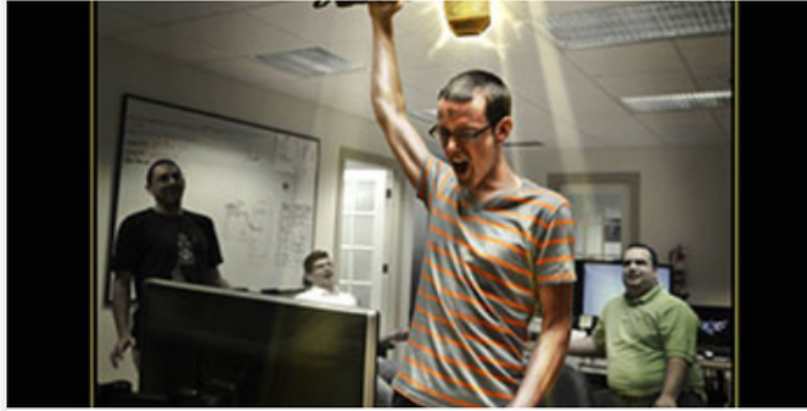


Personal
Articles



Women, don't follow the herd
Claudia Tosa on LinkedIn
March 6, 2020

[READ HERE](#)



Binning the Golden Hammer
Claudia Tosa on LinkedIn

[READ HERE](#)



TALENTWOLF
JOB HUNTING TIPS
FROM A REDUNDANT
EMPLOYEE
[DISCOVER MORE](#)

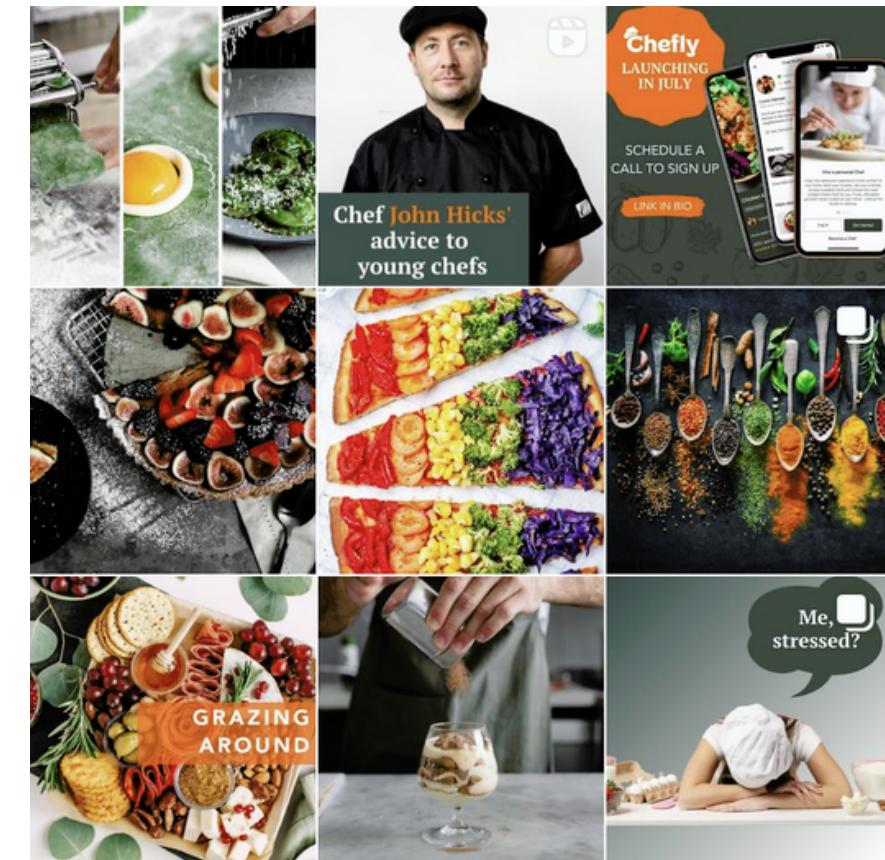
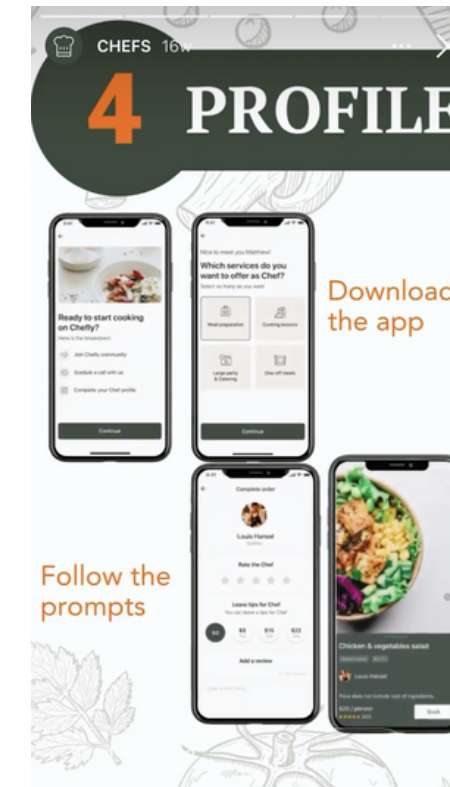
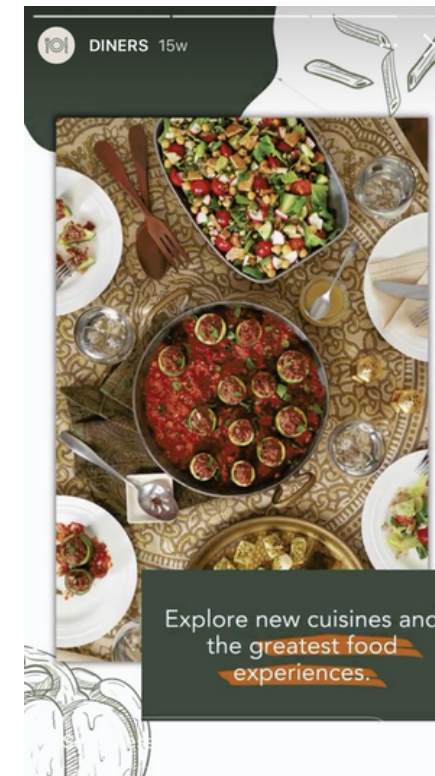
Job Hunting Tips from a Redundant Employee

Just like many of you, I have recently been made redundant thanks to COVID-19. Discover Job Hunting

[READ HERE](#)

SOCIAL Instagram

Chefly feed and story highlights



nVision Talent story highlights



FHIONA LAMB | Client Solutions Executive

linkedin.com/in/fhiona-lamb-itsales-recruiter/

fhiona.lamb@nvisiontalent.com

+61 416 453 817

NVISION TALENT

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16 19

Unity

We embrace our diverse and collaborative culture.

salesforce

SALESFORCE

ROLES

- Technical Architect
- Technical Lead
- Solutions Architect
- Project Manager
- Platform Manager
- Developer
- Consultant
- Administrator





Online Event Portfolio



EVENTS

**FIND OUT
MORE**

You can find out more about me and
my work on:



[linkedin.com/in/claudia-tosa-
08ba6535](https://www.linkedin.com/in/claudia-tosa-08ba6535)