





CLAUDIA TOSA

MARKETING & EVENTS

I am a seasoned marketer with over 10 years of experience in the marketing and events industry. I have worked across various industries including tech, fintech, insurtech and recruitment. Australian Permanent Resident.

CONTACT DETAILS

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-  [Portfolio](#)

TECHNICAL SKILLS

- Marketing Automation: Hubspot, Mailchimp, Eloqua
- Web creation: Wordpress, WIX, Squarespace
- Design: Canva
- Project Mgmt: Confluence, Jira, MS Project
- Web conferencing: GoTo Webinar/Zoom

EDUCATION

DIGITAL MARKETING CERTIFICATE
Nov 2019 - General Assembly, Sydney

COPYWRITING COURSE
Oct 2016 - Chartered Institute of Marketing, London

BACHELOR OF EVENT MANAGEMENT
Oct 2005 to Jun 2008 - European Institute of Design, Milan

SPECIALISATIONS

- Event Management and Event Marketing
- Lead Generation & Sales Enablement
- Sponsorship Management
- Social Media / Content Creation
- Print and Web design
- Email Marketing and Automation
- Project Management

EMPLOYMENT HISTORY

Marketing & Communications Manager

DEFINITI (Intelligent Automation Consulting)
FEB 2021 - PRESENT



- Plan and implement **lead generation and nurturing campaigns** to create new opportunities and support sales in maintaining a healthy pipeline
- Responsible for the company's **event and sponsorship strategy**:
 - Identify suitable industry events in line with the business marketing strategy and budget
 - Conceptualise and organise Definiti's own events and roundtables
 - Manage relationships with partners and third parties for joint events
 - Develop event marketing activities to drive attendance
- **Sales enablement** - Supporting the sales team with collateral:
 - Product demo videos
 - Product sheets / presentations
 - Battle cards
 - Blogs
 - E-books
 - Case Studies
- **Product marketing** - Work closely with product on use cases
- **Establish new relationships** with industry stakeholders and tech vendors as well as **leverage existing partnerships** to generate new opportunities for brand exposure and lead generation
- **Web redesign, Social Media & Content Creation**

Marketing Consultant (freelance)

NVISION TALENT
JUNE 2020 TO OCT 2021



- Responsible for the company's marketing activities, including:
 - Develop **candidate case studies**
 - **Social Media Management**
 - Content generation and editing (salary guides, videos)
 - Identify **PR opportunities** for print and web
 - Website redesign (Wordpress)

Marketing & PR Specialist (parttime)

THE CULTURE EQUATION

MAY 2020 TO FEB 2021

- Responsible for the company's marketing activities, including:
 - Manage **social media channels** (LinkedIn, FB)
 - Manage the **monthly newsletter** (content and implementation)
 - **Content generation** such as blog, news articles, downloadable e-books and marketing collateral (business proposals)
 - Identify **PR opportunity** and establish relationship with relevant publications
 - Manage **pre and post marketing activities** for **monthly webinars**
 - Plan and implement **website redesign** (Wordpress)

Marketing & Events Executive

INTERPRO PEOPLE (Recruitment)

OCT 2019 TO MARCH 2020

- Developed company **event strategy** and launched **Event Program [Tech Like A Pro](#)**
 - Concept, Logo and brand identity for the overall program
 - Event Page design
 - Topic and Speaker research and management
 - Event Marketing Activities (including EDM and Social Media)
 - Registration, attendee management and logistics
 - Post Event Activities
- **Social Media:** Managed Company's LinkedIn, Instagram and Twitter accounts
- **Content Creation:** Created bespoke content (copy and visuals) for each channel in line with company's objectives and target audience
- **Email Marketing** - Concept, copywriting, design, implementation and measurement of results
- **Design** - Created multiple designs for: Web, Social Media, Presentations, Marketing collateral, Logos. A selection is available on [my portfolio](#).
- **Employee Value Proposition:** Identified 6 key USPs to increase retention and drive internal hire. Project included:
 - Competitors' analysis
 - Market research
 - Copywriting and visuals design for each USP
 - Website enhancements
 - Marketing Campaign



★ ACHIEVEMENTS

- Reached over 70 registrations to the series kick-off event (goal of 40)
- Implemented EDM campaigns that beat the industry metrics benchmarks for Unique Open Rate (21.9%) Clicks to Open Rate (6.4%)
- Increased LinkedIn Company following by 62% via organic
- Increased Instagram following by 35% via organic

Marketing & Events Coordinator

FINDEX (Financial Services)
MAY 2017 TO OCT 19

- Organised and managed Findex [Emerging Leaders Conference](#) (Nov 2017)
- Organised and managed Findex [Partner Conference](#) (Feb 2018)
- Combined attendance of **700 attendees**
- Managed a **budget of 1.7M**
 - Developed conference concept, agenda and topics in line with the company's objectives.
 - Venue management and negotiation
 - Conference communications and acted as main point of contact for delegates' enquiries.
 - Managed travel and accommodation requirements for all delegates and acted as liaison with travel agency.
 - Developed concepts and ideas for theme nights and coordinated the creative implementation with the production company.
 - Researched, sourced and coordinated production of branded merchandise.
 - On site event management and logistics.

FINDEX

★ ACHIEVEMENTS

- Managed to considerably beat the allocated budget
- Achieved a smooth and seamless running of all conference proceedings
- Received an overwhelming positive feedback from senior management and delegates which is testament to the success and achievement of conference objectives

Marketing & Events Manager

SECURE TRADING (FinTech)
MAY 2015 TO FEB 2017

- Planned and implemented the company's **event, marketing and sponsorship strategy**
 - Managed a calendar of **30 events a year**
 - Consistently **delivered high level attendance** and engagement at events and tradeshows
 - Budget Management & **ROI Assessment**
 - Influenced the overall annual marketing budget, with particular focus on the event activities. Responsible to analyse numbers and metrics detailing campaign/events performances and results.
 - **Content generation/copywriting** - Developed digital and print assets to support lead generation
 - Established partnerships with relevant industry stakeholders and foster existing relationships which allowed to generate new opportunities for brand exposure and **sponsorship**.
 - Responsible for sourcing and production of all company and event merchandise
 - Supported the broader marketing team running **acquisition campaigns**
 - Internal marketing activities - internal newsletter (content development and broadcast), events, webinars.

secure // trading

★ ACHIEVEMENTS

- Secure Trading stand at ICE Totally Gaming 2016 and 2017 tradeshow attracted over 600 visitors
- Organised the most attended Secure Trading event (120), the Cyber Security Forum, held in the Churchill War Rooms, in July 2015. The event represented a thought leadership piece which strengthened the company image and generated networking opportunities with relevant stakeholders.
- Represented Secure Trading with creative stands at exhibitions that have always caught visitors' attention and served as a base of successful customer acquisition.