

# BEAU WADDINGTON

FULL STACK DIGITAL MARKETING SPECIALIST

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 [beauwaddington.com](http://beauwaddington.com)

## PROFILE

I have a passion for communication and how to craft effective messages that resonate with it's audience. I've developed experience with managing projects, ensuring all team members are on the same page and have a clear understanding of what needs to be done.

## SKILLS

- Digital Marketing Strategy
- Search Engine Optimisation
- Social Media Management
- PPC Advertising
- Content Creation
- Graphic Design
- Email Marketing
- Online Reputation Management
- WordPress & Shopify
- Data Analysis
- Project Management

## EDUCATION

### DEAKIN UNIVERSITY

Bachelor of Arts (incomplete)

2014 - 2016

Bachelor of Commerce (incomplete)

2014 - 2016

## EXPERIENCE

### DIGITAL MARKETING SPECIALIST

Green Home Green Planet

2021 - Present

- Responsible for the digital presence of multiple B2B and B2C brands
- Assisted in the scoping, hiring, and training the marketing team
- Rebranded and relaunched a B2C frozen food company

### MARKETING & PROJECT COORDINATOR

i2X

2016 - 2020

- Responsible for internal communication between technical and commercial teams
- Created external communications for relevant stakeholders

### FREELANCE DIGITAL MARKETING

Multipotent Media

2013 - 2016

- Pitched services to clients and reported results
- Designed and implemented digital marketing strategies to accomplish clients goals