

# ROGER PEISLEY

## DIGITAL. STRATEGY.

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### PROFILE

Consumer focussed strategies to drive engagement and maintain brand integrity. Experience and strategic ideas to elevate digital understanding within organisations. Strong collaborative approach to business stakeholder management.

### SKILLS

#### Leadership & Development

ANZ Digital lead as part of Avon's Global Digital Leader Group that was formed to share insights, plans and execution results. Lead teams (local and overseas) in development and launch of websites.

#### Corporate & Brand Identity

Responsible for managing all key strategic initiatives, projects and activities within the core digital focus areas. B2B and B2C eCommerce and communications. Social Community management (social media and email marketing). Digital integration and business support (Sales and Marketing activations).

#### Digital Design & Concept Development

Direct creative and development for all digital and print areas. Development of corporate websites, eCommerce sites, email campaigns, social post and blog articles. Direct photography and video shoots.

#### Software & Technology

**Google Adwords** (LinkedIn Learning); **Google Analytics**; **Adobe Creative Suite**; **Shopify**; **Wordpress**; **Magento**; **HTML5**; **CSS3**; **Social Media Certified** (HubSpot Academy); **Inbound Marketing Certified** (HubSpot Academy); **Content Marketing Certified** (HubSpot Academy); **SEO** (Bruce Clay, Sydney).

### EXPERIENCE

| **Freelance Digital Strategy Consultant** | April 2020 - Current and Sept 2018 - Dec 2018

#### Strategy, development and execution of digital/social plans

- Corporate websites - redesign, rebuild incorporating improved UX and CX.
- **Revenue increased 95%, return visitor increase 114%, plus 36% increase in average order.**
- **Manage and create email campaigns** via Mailchimp and Campaign Monitor.
- **Develop evergreen content**, including blog stories, for improved social engagement.

| **Digital and Design Manager** | Key Sun Laboratories | Dec 2018 - April 2020

Key Sun Laboratories are a FMCG retailer. Owns or distributes 40+ brands covering hair care, skin care, sunscreen, fashion, fragrance, vitamins and supplements via online and retail stores (Priceline, Big W).

#### Development, management and execution of digital platforms.

- **Researched and achieved approval** for new website and communication platforms - **keysun.com.au**
- **Launch new brand site in collaboration with third party agency.** Design, acquisition strategy, integration with marketing plan - **26deep.com.au.**
- **Develop alliances with third party agencies**, local and overseas, to support business goals in brand building and appearance.

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### | Digital Manager | Avon Products | October 2015 - July 2018

#### Lead all digital strategies, campaigns and activations

- **Lead Generation campaigns** for Sales Department via third party agencies, with increased ROI.
- **Use Customer first approach** to change strategy for **blog content**, more product “How to” information than straight selling. Resulted in **200% increase** in traffic to Avon’s eCommerce site.
- **Develop Digital Content Calendar** to align business requirements and opportunities.
- **Lead weekly communication review meetings** with PR, Marketing, copywriters, Sales and Digital to review, plan and integrate content across social media and email for Representatives and Customers. **Resulted** in reduced email sends with **higher open rates, higher click rates** and better engagement.
- **Planned and coordinated recruitment TVC video and photography shoot**, content plan for digital, social media and print usage.
- **Presented benefits of Digital and Social Media session** to 200 top B2B Sales Leaders.

### | Digital Integration Partner | Avon Products | April 2015 - October 2015

#### Integrate digital planning for all business activations

- Conduct planning meetings with business stakeholders to plan strategies, timing and goals for project as well as learnings found via post launch analytics (Google Analytics and heat mapping).
- **Run training/information sessions** to brief business stakeholders on upcoming activations.
- **Focus on user experience** when designing and planning activations.

### | Senior Digital Designer | Avon Products | Jan 2013 – April 2015

- Key member of team which **developed and launched B2C eCommerce site**.
- Part of global team which **developed and launched mobile brochure app**; launched September 2013. - first Avon market to launch. **Lead AUS/NZ communications and launch plan**.

### | Senior Art Director, Web Development | Avon Products | March 2009 – Jan 2013

- **Lead team of 4 to launch Avon public websites** - [avon.com.au](http://avon.com.au)/[avon.co.nz](http://avon.co.nz); launched 2009.
- **Lead team to launch Avon Representative ordering and information websites**; launched Oct 2010.

## PREVIOUS

**Commonwealth Bank Advertising** (Senior Designer - Print). **Simplex Metal Ceiling** (Freelance - Digital and print). **Code 5 Personal Training** (Freelance - Corporate Re-brand - Print). **Roger Jones Personal Training** (Freelance - Digital). **Northside Landscaping** (Freelance - Corporate Re-brand - Digital).

## VOLUNTEERING

### Northern Beaches Volleyball Association

Create content for web and social channels. Set up MailChimp email platform.

## REFEREES

Available on request.