

# JOANNA DEGROOT NICHOLS

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## Executive Profile

Dynamic and driven Marketing Technology professional possessing a Master's qualification complemented by international experience developing strategic marketing campaigns that drive brand awareness, growth, and profitability. Highly skilled and experienced in developing and executing multi-channel marketing campaigns, digital and email marketing, and delivering innovative and eye-catching communications through exceptional design skills. Client-focused with outstanding written and verbal communication skills. A team player with a demonstrated capacity to perform autonomously. Adept at collaborating across diverse stakeholders and researching market trends to inform decision-making. Committed to the strategic delivery of cutting-edge marketing campaigns.

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## Key Achievements

- Achieved efficiency and cost savings through playing a lead role in four large-scale migration projects between Email Service Providers, all which transitioned in a timely and seamless manner.
- Developed a streamlined tracking system for moving marketing collateral through the compliance processes and through to stakeholders.
- Established a testing plan for email marketing campaigns that resulted in clear findings around subject lines, CTA buttons, timing, and template designs which significantly improved open rates and click rates.

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## Education

<b>Master of Arts</b>	<i>Graphic Communications Management &amp; Technology</i>	2017
	4.0 GPA, Prism Scholar, Academic Excellence Award, Flag Bearer	
<b>Bachelor of Science</b>	<i>Psychology</i>	2000
	Academic Full Scholarship	

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## Skills

<b>Email + SMS Marketing</b>	<b>Digital Marketing</b>	<b>Figma</b>
<b>Marketing Automation</b>	<b>Social Media Marketing</b>	<b>Google Analytics</b>
<b>Salesforce CRM</b>	<b>Web Design</b>	<b>MS Office</b>
<b>Salesforce MC</b>	<b>Graphic Design</b>	<b>Google Workspace</b>
<b>Adobe Campaign</b>	<b>Creative Direction</b>	<b>HTML + CSS</b>
<b>Scrum (Jira/Confluence)</b>	<b>Brand Development</b>	<b>Advanced Excel</b>
<b>Project Management</b>	<b>Adobe Creative Suite</b>	<b>Tableau</b>

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## Key Experience & Achievements

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### **Beyond Blue**

2022 - Present

*Beyond Blue is a mental health and wellbeing support organisation that provides information and support programs to address issues related to depression, suicide, anxiety, and other related mental illnesses.*

#### **Marketing Automation Adviser**

Mar 2022 - Present

As a member of the Marketing Technology team, my role includes helping with the planning, development, and optimisation of Beyond Blue's marketing automation activities, taking a strategic approach to the online user lifecycle journey to maximise acquisition, retention, and conversion. Providing both proactive and responsive advice, I help to ensure that consistency and quality are maintained, keeping Beyond Blue's mission in mind, which is to help the community achieve the best possible mental health.

### **Merkle Australia**

2021 - 2022

*Part of Dentsu International, Merkle is a customer experience management partner to brands, specialising in the delivery of unique, personalized customer experiences across devices and platforms. My role sits within the Campaign Operations team, where I help Fortune 1000 companies and leading non-profit organisations with their marketing automation through Salesforce Marketing Cloud, operating out of the Sydney office.*

#### **Senior Email Campaign Specialist**

Oct 2021 - Mar 2022

- Played a leading role managing and delivering the campaign operations line of business
  - Built and deployed email and SMS on the Salesforce Marketing Cloud platform
  - Managed campaign deployment schedules, facilitating WIP sessions
  - Configuration of regular A/B testing
  - Improved email deliverability through IP warm-ups
  - Provided ongoing email industry best practices and personalised recommendations to ensure customers maximise value from their investment
- Major player in delivering and expanding training business
- Managed client and internal relationships with clearly written communications and reports
- Identified growth opportunities and collaborated with sales team

### **Compare Club**

2020 - 2021

*One of Australia's largest comparison businesses, Compare Club serves over 1,000,000 Australian families every year across Health Insurance, Life Insurance, Electricity & Gas, Home Loans, and more. My role sat within Customer Marketing under the Product team, operating out of the Sydney office.*

#### **Customer Marketing Executive**

Aug 2020 - Oct 2021

- Enhanced the customer lifecycle journey and experience through strategically developing, executing, and refining best practice multi-channel marketing programs
- Collaborated with stakeholders on campaign ideation, testing and analysing actionable insights
- Established and maintained customer personas based on internal and external data sources
- Delivered innovative eDM and SMS campaigns using Salesforce Marketing Cloud and Braze
  - Procured and edited copy to ensure best-practices and legislative compliance are met
  - Coordinated with design team to develop eye-catching assets
  - Personalised and segmented audiences based on data-backed customer personas
  - Built high-performing email templates and designs
  - Performed thorough quality assurance
  - Improved inbox placement and IP reputation with Validity
  - Made impactful decisions based on testing and in-depth analytics

- Co-led organic social media efforts and social listening
- Assisted in optimising website functionality, user experience, and SEO
- Liaised with Web Chat teams and helped manage the review process to ensure customer satisfaction

**Achievements:**

- Played an integral part in two migration projects between Email Service Providers
- Developed major improvements in online presence, strategy development and organic engagement through co-leading organic social media efforts
- Defined customer personas based on internal and external data sources, which are currently being used company-wide

**MetLife**

2019 - 2020

*One of the largest life insurance companies in the world, MetLife is a global provider of life insurance, annuities, employee benefits, and asset management. Serving approximately 100 million customers, MetLife has operations in nearly 50 countries. My role sat within US Group Benefits, operating out of the New York office.*

**Marketing Campaign Manager - US Group Benefits**

Mar 2019 – Aug 2020

- Managed the strategic execution of email marketing campaigns using Adobe Campaign
  - Built contemporary email campaigns in HTML/CSS
  - Developed streamlined workflows
  - Managed internal and external stakeholders to coordinate deliverables
  - Performed A/B testing and provided insightful analytics to inform decision making
- Enhanced development processes, execution, and productivity through the provision of recommendations that leveraged market insight, data, and intel
- Ensured best-practice standards were achieved through completing copywriting, editing, and quality assurance on marketing collateral

**Achievements:**

- Improved reporting capacity by assisting with the design and management of dashboards
- Delivered improvements in functionality and sophistication through migrating from Striata to Adobe Campaign
- Achieved operational efficiency through streamlining the acquisition of legal and state approvals along with marketing collateral

**SiriusXM Satellite Radio/Pandora**

2017 - 2019

*Sirius XM is the world's largest audio entertainment company, and the premier programmer and platform for subscription and advertising-supported audio products. With the recent addition of Pandora Radio, the largest streaming music provider in the U.S., SiriusXM reaches more than 100 million people with its audio products and services.*

**Conversion Marketing Manager**

Dec 2018 - Mar 2019

- Optimised direct mail and email marketing campaigns through developing and executing innovative ideas backed by detailed research and analysis on contemporary marketing trends
- Significantly improved conversion rates and performance through developing and analysing A/B tests
- Improved efficiencies through utilising Workfront to streamline project management

**Achievements:**

- Proposed and implemented the use of QR codes in marketing collateral to improve customer engagement

**Digital Marketing Operations Manager**

Nov 2017 - Dec 2018

- Led quality assurance testing for a large-scale enhancement project to migrate 700+ unique promotional and transactional emails from CheetahMail to Adobe Campaign
- Ensured integrity of emails through audience segmentation, creative rendering across devices, dynamic content, URL construction, tokens, web analytics tags, UTM codes, and landing page experience
- Managed issue remediation with software vendor
- Coordinated with marketing operations and business team owners under shifting deadlines and ensured a seamless, timely transition

**Achievements:**

- Delivered a company-wide complex migration project from CheetahMail to Adobe Campaign

**Jodezign (Marketing & Design Freelance Work)**

2012 - 2019

**Marketing & Design Consultant**

- Provided brand identity solutions for independent organizations, based on specific needs and business objectives
- Developed brand management strategies for creating logos, ad copy and designs, website designs, and content management, focusing on customer satisfaction and offering guidance for innovative solutions
- Designed client-centred content, digital and social media marketing campaigns, and online / print plans to promote company products and services and reach potential customers
- Achieved high levels of growth for several small businesses

**MarketResearch.com**

2014 - 2015

*MarketResearch.com is a comprehensive collection of market intelligence products and services. They offer reports from over 350 top publishers and update their collection daily to provide users to instant online access to the world's most complete and current database of expert insights on global industries, companies, products, and market trends.*

**Email Marketing Consultant**

- Developed strategic email marketing campaigns to announce new market research reports to 20K+ recipients weekly using MagnetMail
- Improved web traffic by analysing and optimizing content, testing subject lines, and ensuring brand identity to announce new products, promote awareness, and gain potential customers

**Greenpoint Global**

2011 - 2013

*Greenpoint Global provides professional services to a broad base of companies worldwide. Industries served include Legal Writing, Research, and Drafting; Medical Transcription; Business Translation; Publishing; Education Services; and Software + Data Migration. Greenpoint provides these services using technology and offshoring talent to optimize cost.*

**Marketing Manager**

- Directed web development team to create comprehensive content for website design and provide technology solutions for publishers, law firms, and educators
- Developed and implemented marketing campaigns and creative networking strategies for email, web, and social media
- Improved exposure by analysing market trends and designing high impact presentations, ads, press releases, and white papers to promote client product and services
- Controlled email marketing tools to create informative and promotional content
- Improved web traffic by analysing and optimizing content, testing subject lines, and ensuring brand identity to announce new products, promote awareness, and gain potential customers

**Savills North America**2010 - 2011

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*Savills is a commercial real estate brokerage firm specializing in tenant representation, capital markets, project management, workforce, and incentives strategy.*

**Commercial Real Estate Advisor**

- Generated new business through outreach and networking, developed trusted relationships and secured meetings with business leaders who became satisfied clients
- Represented clients in locating suitable properties and negotiating with landlords
- Regularly updated market knowledge, compiled property surveys and toured with clients
- Successfully closed two transactions

**Holistic Mentorship Network: MARCI Magazine**2008 - 2011

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*The Holistic Mentorship Network was a network of holistic healthcare professionals, which included an online directory, regular e-newsletters, and a quarterly magazine, published online and in print.*

**Editor & Layout Designer**

- Compiled and edited all content from magazine contributors
- Managed the online publication and marketing campaigns through email and social media marketing
- Served as a point of contact for new audiences
- Refreshed the design of the magazine layout using Adobe products

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**Hobbies and Interests**

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- Wellness
- Fitness
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- Piano
- Photography