
JOSETTE KAYE MATA

Marketing and Communications Officer

CONTACT	PROFILE
0406788874 josettekayemata@gmail.com https://www.linkedin.com/in/kaye-mata-225689206/	An adaptable marketing generalist, aiming to further a career in marketing and graphic design. Offering a fresh approach in finding creative solutions. A dedicated and friendly individual, looking to work in a team filled with creative and hard-working people.
EDUCATION	TECHNICAL AND PERSONAL SKILLS
Karabar High School Jan 2013 - Dec 2015 Year 12 Education <ul style="list-style-type: none">Achieved High School Certificate. University of Canberra Jan 2017 - October 2021 Bachelor Degree <ul style="list-style-type: none">Bachelor of Communication and Media (Marketing Communication)GPA: 5.13	<ul style="list-style-type: none">Adobe Creative SuiteMicrosoft Office SuitesMailchimpCanvaOral and written communication skillsCash handlingIntermediate-level HTML and CSSTeam collaborationAdministration skillsMaintain a positive and professional attitudeVersatileStrong ethicsActive listenerTime management skillsAdaptableAttention to detailOrganisational skillsActive listenerOpen-minded

WORK HISTORY

Marketing and Communications Officer

Goodwin Aged Care Services | December 2021 - current

- Developed and designed marketing collaterals (print, digital, social) such as brochures, posters, signage, web banners, social media tiles, and more using Adobe Creative Suite
- Managed ad placements and campaigns in various marketing channels (print, digital, social)
- Assisted in planning and organising promotional events, community engagement initiatives, and fundraising activities. Coordinated event logistics, and collaborated with internal teams and external vendors to ensure successful event execution
- Assisted in developing and executing marketing strategies that align with the organisational goals and key target audiences
- Upheld brand guidelines and standards: Ensured all marketing materials adhere to brand guidelines, quality standards, and legal requirements
- Handled administrative tasks related to marketing operations, such as maintaining files and records, managing calendars, assist with budget tracking, stocktake of marketing collaterals

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WORK HISTORY

Marketing Administrator

Goodwin Aged Care Services | June 2021 - December 2021

- Managed and maintained directories of services and accommodations under Goodwin
- Created a referral network list of relevant contacts to aid in marketing material distribution
- Developed and designed content for internal distribution
- Assisted in revamping the written content of documents and brochures due to rebranding
- Worked closely with other departments, such as sales, People and Culture team, to ensure alignment in marketing activities and support overall business objectives
- Coordinate the creation, production, and distribution of marketing collateral, including brochures, flyers, presentations, and promotional items. Maintain inventory of marketing materials and liaise with vendors for printing and production.

Concierge

Goodwin Aged Care Services | August 2020 - December 2021

- Welcome residents, families, and visitors, and provide them with information about the facility, services, and amenities. Answer inquiries, direct visitors to appropriate locations, and ensure a positive and friendly experience.
- Manage the main telephone line, answering calls promptly and professionally. Assist callers with inquiries, provide information about services, and direct calls to the appropriate staff members or departments.
- Schedule appointments and coordinate transportation arrangements for residents, including medical appointments, social outings, and other activities.
- Perform various administrative tasks, such as maintaining resident records, updating databases, and managing correspondence. Assist with mail distribution, package handling, and coordination of deliveries.

REFEREES

Contact details available on request.

Rafe Morris
Goodwin Aged Care Services
General Manager of Marketing
and Communications

Toby Partrick
Goodwin Aged Care Services
Home Care Package Coordinator

Ashley King
Atlas Events
Lead - Marketing and Operations
