

# Nadine Koehler

Marketing|Brands|Partnerships



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[LinkedIn here](#)

[My work here](#)

## Skills

- ✓ Ideation & concepts
- ✓ Creative & copy
- ✓ Digital principles
- ✓ Activating partnerships
- ✓ Project Management
- ✓ Media Planning & content

## Competencies

- ✓ problem solver
- ✓ strategic thinker
- ✓ relationship builder
- ✓ glass half full attitude
- ✓ natural leader
- ✓ emotional intelligent

## Systems

- ✓ Microsoft Office
- ✓ Google Analytics
- ✓ CMS/WordPress
- ✓ Hootsuite/Taguchi

## Personal summary

I am a **creative thinker** and **visionary**, with a **strategic mindset**, passionate about leading and **driving success** with a value-based core. **10+ years** of Marketing experience led me to specialise in **brand, digital & partnership marketing** and served me to develop excellent **relationship building skills**, connecting me to a large network across the Pacific. Fascinated by the human brain, I am currently studying **Bachelor of Marketing Psychology** with the ambition to up-skill in **market research & customer insight management**.

## Experience

### Brand Manager – all brands/Accor Pacific

*October 2019 – present*

- In charge of translating brand elements and plans into go to market strategies for key luxury apartment brands
- Shape and communicate Accor's key tactical brand campaigns
- Manage Marketing Executives to drive brand initiatives

### Marketing & PR Manager & Associate Director of Communications/Sofitel Sydney Wentworth

*April 2015 – September 2019*

- Increase profitability of partnership campaigns by 40% with key brands such as *Walt Disney, Warner Bros., Art Gallery of New South Wales, ACMN & Opera Australia*
- Grow Digital presence of hotel platforms with key focus on Social Media (+20%/annum), Website SEO (+25%/annum) & Email Marketing (+50%/annum)
- Grow brand presence on earned Media by 200%
- Manage Marketing team to drive Marketing initiatives

### eCommerce Executive/Accor - Multi Strata Hotel portfolio

*June 2009 – April 2015*

- Manage online inventory of four boutique strata hotels
- Execute omni channel digital campaigns and increase room sales by 30% and F&B sales by 50%
- Manage all paid advertising including TV & Radio
- Optimise online revenue by using SEO and SEM & Social Media advertising
- Manage all content production and copywriting

## Education

### 2020 – 2023

- Bachelor of Marketing Psychology | Deakin University

### 2005 – 2007

- Bachelor of Communications & Media Science | University Leipzig/Germany

### 2002 – 2004

- Tourism Diploma | Advanced Technical College Leipzig/Germany

### 1994 – 2002

- Completion of grade 12 | Werner Heissenberg High School Leipzig/Germany