



# AURACHAN

DIGITAL MARKETING SPECIALIST

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Tempe - NSW

## PROFILE

I am an entrepreneur who is obsessed with digital marketing. I have worked across the marketing domain in two of my businesses and at AgriWebb, the 2016 Australian Startup of the Year and recently at Go Vita Australia, the largest health food retailer in Australia. I am process and data-oriented, but I believe the best results come when we understand our customers and connect with them as people. I have experience defining, executing, managing and analysing campaigns across multiple channels to help increase company brand awareness, lead generation and revenue. I am seeking a role where I can apply my current knowledge and be challenged to learn and experiment with new marketing methodologies.

## SKILLS & TOOLS

- **E-commerce:** Shopify Plus, Shippit, FlippingBook, Wix Editor, WordPress, WooCommerce.
- **Project Management:** Asana, Jira, Monday
- **Marketing:** Loomly, Sprout Social, Hootsuite, Canva, catalogue tool, Instapage, Mailchimp, Autopilot, Shogun, Okendo Reviews, Adwords, Bing, Programmatic, Store Locator App, Salesforce, Indesign, SEMrush,
- **Reporting:** Google Analytics, Data-Studio, Facebook Business Manager, Shopify Reports, Klipfolio
- **Interpersonal:** Time Management, Working effectively with diversity, Creative Thinker

## EXPERIENCE

### WAYU

Wayu showcases the art, culture and talent of Colombian artisans focusing on handmade and eco-friendly accessories to an Australian audience. My main learnings have been how to run both the digital and physical aspects of an e-commerce business.

#### **Founder & Creative Director (Mar/2019 – present)**

- Created the Wayu e-commerce site using Wix Editor
- Manage physical inventory
- Define & develop product marketing campaigns to increase sales
- Plan and execute yearly events to showcase products at festivals and markets
- Build a community on Instagram to drive brand awareness and engage with potential customers

**GO VITA AUSTRALIA** Go Vita Australia has been the leading health food retailer since 1987. I am delighted to have been part of such a fantastic community, educating others about healthy habits around food and nutrition while helping Go Vita achieve its digital transformation by supporting sustainable Australian own and made brands promoting the highest quality products.

## Digital Marketing Coordinator Oct 2020 - June 2022

### Website & E-commerce Responsibilities

- Launched and managed Go Vita's B2C website, including the migration from WordPress to Shopify Plus
- Created and scheduled content for the online store, individual physical stores, brands and products using WordPress, Shopify and Loomly
- Implemented website best practises including SEO, UX, CTA's and buyer personas
- Administered Shopify including user management, navigation, discount codes and applications including Store Locator, Okendo Reviews and Shogun blog creator
- Managed the relationship, scope of projects and track execution with developers

### Digital Marketing Responsibilities

- Plan, managed and executed digital marketing campaigns across all digital channels (EDMs, social, paid and website), aligning them with company objectives and targets
- Generate keyword research reports to support blog and social media content creation
- Manage content calendar and distribution to company channels
- Define and track KPIs for website traffic, Google Analytics, Adwords, Facebook Business Manager and Google Data Studio
- Manage digital agencies for paid media and SEO

### Key Achievements

- Planned and implemented the Go Vita new website and launch. Achieved 5x revenue, 139x sessions and 4x product in the first 5 months.
- Research and integrate a solution to bring Go Vita's award-winning magazines into the website.
- Introduce and implement Okendo Reviews on the website. Set up automation campaigns that increased the number of products reviewed by 20% within the first month.
- Maintained a healthy open rate of 35% and CTR 4.26% on our email marketing campaigns with a 28x ROI.

## AGRIWEBB

With a mission to deliver the digital future of agriculture, AgriWebb helps livestock farmers understand and improve their businesses. They are the fastest-growing livestock software in the world, with offices in Sydney, London and Colorado, and have won numerous awards, including the Australian Startup of the Year in 2016. I joined when they had less than 20 people and was one of two in the marketing team. Our challenge was to find how to engage farmers in rural Australia through digital marketing.

### Outreach Manager - Aug/2019 – Mar/2020

- Managed AgriWebb outreach strategies
- Developed professional relationships with businesses and individuals
- Collaborated with the marketing team on standardisation, design and production of marketing materials
- Implemented thought leadership campaigns to build brand awareness, company trust and authority
- Managed company public profiles to ensure consistency and accuracy
- Worked effectively with team members to identify metrics and KPIs across all channels

### Digital Marketer - May/2017 – Aug/2019

- Built and managed AgriWebb's social media presence
- Responsible for design through to delivery of marketing campaigns to drive company growth
- Introduced tools and practices to systematise the marketing process including Sprout Social, Monday, Planoly
- Created landing pages and blog posts
- Identified customer segments and positioned the brand to communicate value to them
- Monitored and analysed data from Google Analytics and Sprout Social for future campaigns optimisation
- Worked with the development team on product launches
- Monitored trending topics to curate relevant content
- Worked on keyword research to support content, campaigns and SEO
- Managed the AgriWebb Facebook Forum to engage customers through weekly posts

### Key Achievements

- Defined and implemented AgriWebb's social marketing strategy
- Grew the Facebook audience from 1,536 to 4,692 and Instagram from 401 to 3,501 during that time
- Increased customer engagement through the creation of a monthly newsletter with open rates of 40%
- Championed a Facebook customer forum, attracting 70% of users with a consistent average engagement rate of 50%
- Promoted AgriWebb hashtag on Instagram making it grow from 48 pictures to 1034

## GO SPANISH

While working at a Spanish school, I noticed an opportunity for experience-based conversation classes and started a business around this. Experiences included watching and discussing Latin films, attending art exhibitions, discussing current affairs, yoga classes and other cultural activities. Each of these was conducted in Spanish, helping students with conversations, vocabulary and pronunciation.

### Founder - Oct/2015 – Oct/2019

- Created campaigns and educational content to engage potential customers
- Created performance ads for search engines and social media
- Developed, planed and coordinated events to enhance customers' experience
- Designed marketing material for events
- Managed social media, hosting and Google accounts
- Maintained and updated the mailing database
- Conducted keyword research and web statistics reports in order to have a better understanding of how to attract customers and optimise campaigns
- Designed, build and update the website

### Key Achievements

- Started my own business! I ran 12 events per year with 10 total attendees per event and a recurring student rate of 40%
- Defined and implemented social media strategy to engage subscribers and potential clients through the website and mailing list
- Learnt tools and techniques to run an online business, attract and retain customers and organise physical events

## VIX TECHNOLOGY

Vix Technology leads the way in transport ticketing, implementing and managing automated fare collection, payments, access and passenger information systems for customers around the globe.

### Quality Health Safety and environmental (QHSE) Compliance Officer Sep/2014 – Jun/2016

- Maintained QHSE certification for Sydney and Melbourne offices
- Prompted investigation of complaints; compliance matters to identify root causes and implement additional controls.
- Interpreted regulation and legislation as well as standards and guidelines, and apply them to the requirements of the organisation

- Worked with QHSE advisor to educate Vix staff on their responsibilities towards QHSE
- Reported to the head of service operations and maintenance for Vix Asia Pacific regularly to review QHSE key performance indicators and assisting with establishing improvement plans.
- Developed, reviewed and administered relevant QHSE management system documentation; including risk assessments, standard operating procedures (SOP), management plans to ensure appropriate governance practices were employed across all areas.
- Conducted in conjunction with QHSE advisor inspections, audits and investigations periodically to assess staff readiness and to identify where corrective actions were needed.

## EDUCATION

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### Advance Programmatic Course

[Stackadapt](#) | 2022 | Online

### Advanced Google Analytics course

[Google](#) | 2021 | online

### Ecommerce course

[Google](#) | 2021 | online

### Tag Manager Fundamentals course

[Google](#) | 2021 | online

### Persuasive Writing

[University of Sydney](#) | 2018 | Sydney

### Google IQ Test

[Google](#) | 2018 | online

### Digital Marketing Course

[General Assembly](#) | 2017 | Sydney

### Certificate III in Business Administration

[TAFE](#) | 2011 | Sydney

### Bachelor Degree in International Relations and Political Studies

[Military University](#) | 2010 | Bogota