**MALIA MAKOWICKI**

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**Mid-Level Integrated Social Media Marketing Strategist - Content & Communications**

Audience Growth & Engagement | Social & Digital Storytelling | Partnership Activations |

Content Optimisation | Brand & Stakeholder Management | B2B & B2C | Multi-channel Marketing

**I’ve been told I’m a marketing unicorn. Bringing left and right brain thinking to every marketing strategy, I develop creative campaigns based on informed and analysed data.** At Arts Centre Melbourne, I sit at the intersection of art, marketing, and communications to develop content marketing strategies that drive brand loyalty and engagement from established and emerging markets.

**EXPERIENCE**

**Arts Centre Melbourne, Australia**

***Senior Social Media and Community Manager*** Sept 2022 - Present

*Managed a team of three, including a dedicated videographer, to lead the re-design and strategy of all paid and organic social channels, to increase brand awareness and engagement across local and international markets.*

• Oversaw content strategy for 11 channels, 200+ shows performed across three global Australian performing arts venues - Hamer Hall, The State Theater and Sidney Myer Music Bowl - for a social audience of 1 million.

• In one year, optimised and produced 4.7k pieces of content in collaboration with key government, tourism and internal stakeholders resulting in 82% increase on reach year over year and half a million in attributable sales.

• Executed first community engagement strategy, partnering with 18 influencers over six months, resulting in 1.6 million impressions, 150k+ website visits and 165+ pieces of original content.

• Pitched and secured funding for workflow management system Asana. Onboarded 31 employees across Marketing, Design, Ticketin, IT and Online teams to implement briefing, proofing and project management processes. Designed all cross-collaborative workflows resulting in 30% increased team efficiencies.

**The National Gallery of Victoria, Melbourne, Australia**

***Integrated Marketing Strategy - Social Media Manager*** Nov 2019 - Sept 2022

*Drove content marketing strategy across organic and paid communications channels including influencer and civic engagement. Implemented best practices for content optimisation and stakeholder approvals.*

• Produced four content marketing strategies for global art exhibitions resulting in +2 million annual gallery visitors and 4.3 million [website visits](https://www.maliamakowicki.com/portfolio?pgid=iqtuyfne-f358acd7-12f1-4d7f-9f20-52a1040dd496).

• Led COVID-19 pivot campaign and six crisis-communication plans during temporary closures to reach +30 million across English, Chinese and Indian local and global markets.

• Managed $100k annual campaign budgets in-house for paid and influencer digital activity establishing NGV as key driver in the revitalisation of Melbourne tourism post-pandemic.

• Contributed to $15M in renewals of corporate sponsorship fundraising and contracts including Mercedes-Benz, City of Melbourne, HSBC, Melbourne University, and Telstra.

**Frank Green (6 Month Contract), Melbourne, Australia**

***Partnerships & Content Manager***  Apr 2019 - Nov 2019

*Led in and outbound co-marketing strategy for a leading Melbourne-based sustainable brand. Developed marketing strategies, including implementing influencer program, that widened top of the sales funnel.*

• Executed three end-to-end product launches, leveraging local media outlets for market cut-through, resulting in $15M million annual revenue.

• Contributed to highest quarterly revenue in company history by implementing a partnerships framework and matrix to analyse inbound requests, and pitch outbound opportunities.

• Built and executed partnerships program across digital and in-person activations resulting in these partnerships of note: [Fashion Week Australia](https://www.maliamakowicki.com/portfolio?pgid=iqtuyfne-59a06e01-1cf0-470e-836a-535c7396e58b), [Disney](https://www.maliamakowicki.com/portfolio?pgid=iqtuyfne-f419d90b-862f-4ec6-9908-b7b33939faa0), [Vogue](https://www.maliamakowicki.com/portfolio?pgid=iqtuyfne-d8148405-2547-4309-ba67-50a83d0b2b6a), Status Anxiety, Frank Body, P.E. Nation, ELK, St.Ali’s, and more.

**Social Media Marketing Consultant, Global** Feb 2018 - Apr 2019

Consulted on marketing strategies for hospitality and lifestyle influencers.

• Ideated content and growth for influencers: @jera.bean - 187k (gained 5k followers and pivoted content approach), @ashleychmelka - 18.2k (organised content strategy and gained 2% engagement growth)

• Managed customer experience, social media and email marketing for two hospitality properties in Laos, resulting in 25% increase of reviews received and positive social sentiment.

**BODi (Also known as The Beachbody Company, Inc), Los Angeles**

Built go-to market campaigns supporting 21 product launches, including readiness, and stakeholder buy-in for publicly traded +$1B, global fitness and media brand.

***Senior Social Media Manager***  June 2016 - Feb 2018

• Led social-integration strategy for blog growing Beachbody On Demand (BODi’s digital streaming platform) subscriber base from launch to 850k in less than two years.

• Directed a team of 14 designers, marketers and content creators with two direct reports, as an in-house agency, to create always-on social content for 40 different fitness programs and 120 owned channels.

• Created 40% sales growth over 6-months by managing eight pro-athlete influencers for IRONMAN activations.

• Developed multi-channel co-marketing campaign with StubHub (150k value and access to additional 16M unique website visitors) resulting in 20% increased market reach.

• Built on-site brand activations for five-day conference with 25k attendees, resulting in 12k follower growth.

• Launched go-to market content strategy for new brands, [Daily Sunshine](https://www.maliamakowicki.com/portfolio?pgid=iqtuyfne-81dae051-252a-44d3-ac0f-c6e60a9c1aa4) and [80 Day Obsession](https://www.maliamakowicki.com/portfolio?pgid=iqtuyfne-13eed0b5-4013-4d63-a0ab-e16a34639a4e). Grew social audiences to 20k and 85k, in the first 3 months, respectively.

***Senior Communications Manager***  Sept 2015 - June 2016

• Managed B2B communication plans across digital touchpoints for 16 product launches in English and Spanish markets, growing database to 400k+ affiliates, a 186% YOY growth.

• Marketed product campaigns to drive monthly brand promotions, engage influencers, and drive consumer purchases contributing to $820M revenue in 2016.

***Communications Manager***  Feb 2014 - Sept 2015

• Grew social and email database (245% YoY) by optimising content using quantitative surveys and data analytics tools.

***Content Specialist*** Apr 2013 - Feb 2014

• Pitched, developed, and wrote lifestyle and fitness content for email newsletters and websites.

**CallisonRTKL Architecture, Los Angeles**

Developed marketing and communications content for an architecture firm with 11 global offices.

***Marketing & Communications Specialist***  Dec 2012 - Apr 2013

• Managed B2B content creation, ghost-wrote executive messaging for internal newsletter and social accounts.

***Marketing Associate*** Aug 2011 - Dec 2012

• Created case studies and RFPs to gain clients like Fossil, Lululemon, Paramount, and Intuit.

**Four Points by Sheraton | *Public Relations/Marketing Intern |*** Beijing, China | 2010

**Los Angeles Magazine | *Web Intern* |** Los Angeles, California | 2009

**Seattle Weekly | *Music Editorial Intern* |** Seattle, USA | 2009

**DEGREE:** University of Southern California, 2011 | Print & Digital Journalism | Communication Design | Spanish