

SARAH SHIELDS

CONTACT DETAILS

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EDUCATION

Master of Arts with credit Macquarie University 1998

Bachelor of Commerce (Marketing) UNSW with Merit 1994

- 30 Candidates chosen from HSC and interview

Higher School Certificate Roseville College 1989

- School Vice Captain
- Mavis Honey Memorial Prize
- Duke of Edinburgh Bronze, Silver Gold Awards

LANGUAGES

French

- Fluent comprehension of written texts, advanced oral, aural and written communication
- 3-unit HSC
- Intensive post-graduate studies at University of Newcastle
- Macquarie University Masters of Arts (French)

German

- Good comprehension of written texts
- 3 unit HSC

PROFESSIONAL SNAP SHOT

2008 - Present	Silver Dollar Words Owner, Writer Classic & Online Communications, Media and Marketing; social media and online PR, web content and copywriting
2006 - Present	Baillie Lodges Marketing, Communications & Sales Manager
2001 - 2006	Swell Café, Avalon Manager, Menu Preparation & Barista
2001 - 2003	McPherson Wines Marketing Assistant
1999	MAUS Business Systems Sales Representative
1997 - 1999	Bookoccino Customer Service, Menu Preparation & Sales Representative
1996	Linuwel School

1994 - 1996 French Language Teacher
Oakvale Wines
 Customer Service & Sales Representative

1990 - 1994 **The Ritz Carlton Hotel, Sydney**
 Accounts: Day Auditor, Accounts Payable & Receivable
 Customer Service: Bar, Restaurant, Events

RECENT PROFESSIONAL ACHIEVEMENTS

2006 – Present **Baillie Lodges**
Sales (Reservations) Manager, Communications Executive
 Baillie Lodges is a privately owned collection of intimate luxury lodges in unique wilderness destinations

- Concept development and implementation of a social media strategy, its ongoing content creation, management and measurement
- View [case study](#) of social media strategy and visuals
- Monitoring and evaluation of evolving Web 2.0 technologies for communications to internal and external customers
- Successful media relations management; pitching to media, creation of media releases, followup and collation of resulting stories.
- Established high customer standards with a strong focus on increasing guest loyalty and return
- Development, management and completion of collateral required for client communication e.g. email enquiries, facts sheets
- Responsible for the writing, editing and approving copy for brochures, website content, agent brochures, press releases
- Concept development and writing of e-newsletter, 'Baillie Lodges Bulletin' released quarterly
- Successful relationships management with trade and remote Lodge teams, as well as within Baillie Lodges
- Development of packages and marketing promotions from concept to completion
- Liaison with printers, graphic and web designers, production for advertising
- Management of package launches – managing timeline and all aspects for launch: operational, promotional (including direct mail initiatives and online promotions), measuring ROI.
- Development of internal communications such as procedures, to be set up for access by all sites via company intranet and shared drives.
- Daily audit; weekly accounts; reservations forecasts

2008 - Present

Silver Dollar Words

Owner, Writer

- Set up and marketing of business including web content, creation and ongoing management of a database of both local and marketing communications businesses
- Development of the product concept: from beginnings as a copywriting business to an integrated classic and digital communications, marketing and media business, to encompass all aspects of communications including providing social media and online PR management for clients.
- Development of branding, graphics and marketing collateral including a hard copy DL flyer, work sample portfolio, client questionnaire and online promotions and communications.
- Pitching for, and winning new copywriting business
- Liaising with clients direct to establish communications/project needs, managing ongoing requirements and relationships
- Liaising with graphic designers, printers for project completion
- Winning of a diverse range of business, types of writing and clients including web content, email promotions, hard copy brochures and flyers, print advertising, series questions for Channel 7's 'It's Academic'
- Development of online PR/ social media management for Baillie Lodges, Silver Dollar Words
- Management of accounts
- See www.thesilverdollar.com.au

2001-2006

Swell Café, Avalon

Manager

Swell was an 'establishment' café in Avalon, receiving commendation in the press and food publications

- Achieved management status having learned all aspects of the running of the business both back and front of house, including food preparation, food concept development
- Management of staffing, daily accounts and stock
Increased loyal daily customers through managing relationships and via a high customer service focus

2001 - 2003

McPherson Wines

Marketing Assistant

McPherson Wines was an Australian wine company with an export focus and a small domestic market.

- Establishment of a daily business intelligence service distributed to internal and external

customers

- Identification and assessment of new global wine markets
- Establishment of a hard-copy company newsletter, responsible for writing all marketing correspondence
- Responsible for corporate correspondence and pitching of marketing concepts
- Concept development, creation and management of The McPherson Wine Club and associated database management and customer correspondence.
- Assistance to the Global Communications Director in marketing initiatives, website and content development
- Effective management of export shipping schedules
- Effective management of accounts receivable

IT SKILLS

- Outlook (Advanced)
- Word
- Excel
- Web management
- Social media management

CORPORATE STRENGTHS

- Communication on all levels
- Management of client, trade and internal relationships
- Effective negotiaton, business-focused empathy
- Dedicated and loyal team member

PERSONAL DETAILS

Date of Birth: 11th August 1971

Marital Status: Married

Children: Three (school ages).

REFEREES

- Mat Daniel, General Manager Baillie Lodges
- Gabby Hunt (Former owner, Swell Café)
- Alexandra McPherson (Former Global Communications Director, McPherson Wines)

Contact details available