

Maia Murray

LEADER • STRATEGIST • CREATIVE



Contact

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Portfolio

www.maiamurray.com

Objective

I am a dedicated leader, business, operations and marketing manager with over 8 years business and marketing experience working for not-for-profits, corporate and agency organisation's.

I specialise in communication, strategic development, acquisition and digital marketing using channels such as above-the-line advertising, all digital channels, mail and telemarketing to generate leads, increase revenue and develop brand awareness.

My strengths are strategic development, data decision making, process implementation, collaboration and fostering organisational and employee wellbeing and culture. My objective is to use my skills to ensure the growth of dedicated organisations whose vision, mission and purpose is to influence societal change and growth.

Education

Master of Marketing (MBA) | University of Newcastle
JANUARY 2017 – NOVEMBER 2017

Bachelor of Arts (Hons) | University for Creative Arts
SEPTEMBER 2013 – MAY 2016

Bachelor of Business (Marketing) | Swinburne University of Technology
SEPTEMBER 2013 – MAY 2016

Diploma of Interior Design and Decorating | Billy Blue College of Design
JULY 2024 – CURRENT

Experience

Operations and Business Development Manager | Above Building

JANUARY 2023 – CURRENT

OPERATIONS

- Manage, develop and grow \$4.5 million project portfolio across multiple projects in FY24
- Development and implementation of yearly organisational strategy, reviewed quarterly with internal and external stakeholders
- Oversee daily operational activities, ensuring processes are streamlined, efficient, and cost-effective
- Develop and implement operational policies and procedures to ensure the company runs smoothly and effectively, while maintaining compliance with industry standards
- Work with various internal and external to improve operational efficiency, reduce costs, and optimise resources
- Manage and track key operational metrics and KPIs, developing regular updates and reports
- Source and monitor, suppliers, material procurement and other critical operational components to ensure the business is functioning at optimal capacity
- Identify and resolve any operational challenges that may hinder performance of employees or the clients

BUSINESS DEVELOPMENT

- Lead and drive the business development efforts to identify new growth opportunities, including potential markets, partnerships, and revenue streams
- Research industry trends, market conditions, and competitor activity to identify opportunities for innovation and expansion
- Develop and execute strategies to generate new business leads and nurture long-term client relationships
- Build and maintain strong relationships with potential and existing clients, partners, and stakeholders, ensuring ongoing collaboration and satisfaction
- Collaborate with the external marketing suppliers to create promotional materials, campaigns, and messaging to attract new clients and business opportunities

LEADERSHIP AND HR

- Manage, lead and develop a high performing team of 14 staff, across multiple sites and business units
- Develop and implement strategies to ensure the growth of all staff members
- Organise and implement quarterly organisational meetings, including a reward and recognition program for staff
- Manage and implement all employment policies and procedures
- Implementation and management of employment software to manage leave, contracts, compliance, OKR's, individual KPI's and reporting
- Introduction and implementation of performance management and review process
- Lead and manage a team of onsite and office staff, providing guidance, support, and training to ensure a high-performing and motivated team
- Foster a positive and collaborative team culture that aligns with the company's values and business objectives
- Provide mentorship and professional development opportunities to team members to enhance their skills and career growth

MARKETING

- Brand development, implementation and delivery
- Strategise annual marketing campaigns and manage implementation
- Agency management across social media and SEO
- Website management and monitoring
- Management and execution of all content creation and photoshoots of completed projects

FINANCE

- Plan and management of organisations finances
- Implementation of yearly financial of business expenditure budgets across different business units
- Manage the operational budget, ensuring that expenses are within agreed limits and resources are allocated effectively
- Work closely with the external finance team to track financial performance, revenue generation, and expenditure
- Provide analysis and recommendations on cost-saving initiatives and resource optimisation
- Manage current building projects budgets ensuring the client and wider team are on track

PROJECT MANAGEMENT

- Oversee the planning, execution, and delivery of key projects that drive business growth, ensuring they meet deadlines, budgets, and objectives
- Identify areas for process improvement across the organisation and work with relevant teams to implement changes that enhance efficiency and client satisfaction
- Ensure the continuous assessment and improvement of workflows to maintain a competitive edge in the market
- Lead cross-functional teams in project development, ensuring seamless execution and coordination across suppliers, staff and sub contractos

Head of Fundraising | Sir David Martin Foundation

JULY 2022 – JAN 2023

KEY RESPONSIBILITIES

- Oversee the development and delivery of the fundraising strategies across all areas to achieve and exceed revenue targets
- Lead and deliver the individual giving program through multi-faceted direct marketing, donor development and online marketing strategies
- End to end management and delivery of the annual campaigns and appeals
- Build on and manage the digital acquisition strategy, with external agency support
- Develop and implement strategies to strengthen, grow and leverage relationships with both one off and regular givers
- Manage supplier relationships, including the mail house, agencies and other relevant suppliers
- In partnership with the Communications Manager, leverage the website for acquisition and stewardship purposes
- Focus on multichannel acquisition strategies to develop the donor base
- Utilise donor database to build on the overall Individual Giving Program and manage data and reporting effectively

STRATEGIC DEVELOPMENT AND LEADERSHIP

- Developed the FY23 Fundraising Strategy for the SDMF organisation including the detailed project management plan of the implementation across all fundraising departments
- Redeveloped and branded the annual fundraising campaigns
- Developed donor communication process and procedures
- Implemented the donor journeys and data integration across CRM and website
- Management and coordination of 7 staff

PROJECTS AND GROWTH

- Increased Individual Giving portfolio revenue by 32% over a 6-month period
- Increased Individual Giving donor base by over 5% a 6-month period
- Increased the Individual Giving average gift by 2.1% over 6-month period

- Increased digital specific income by 89% over a 6-month period
- Increased the amount of donations by 32% over a 6-month period
- Increased Christmas income by 42% over a 6-month period

Individual Giving Manager | Sydney Children's Hospitals Foundation
MARCH 2021 – JULY 2022

STRATEGIC DEVELOPMENT AND KPI'S

- Develop and implement annual business plan including strategies for all individual giving activities within the portfolio
- Development and implementation of the financial budgets, business strategy for the Individual Giving department, feeding into the wider organisation strategy
- Identify opportunities to grow revenue, cross department collaboration and retain donors
- Grow and strengthen the Individual Giving portfolio focusing on acquiring new supporters, increasing life-time value and retaining existing donors
- Manage and oversee the teams KPI's, goal tracking and revenue targets
- Monitor return on investment across all activities, including acquisition, regular giving, fundraising activities and retention

LEADERSHIP

- Manage and lead a high performing team of four, ensuring continued investment in their roles, career and the organisation
- Develop and lead on the strategic processes within the team by developing supporting documentation (guides), integrating platforms and fostering collaboration across departments and teams
- Implementation of project management systems across departments and the organisation
- Build culture and relationships within the Individual Giving team and invest in the wider organisation and supplier relationships.
- Foster relationships, provide guidance and support direct reports with their role and activities
- Monitor goals, targets and workloads of all direct reports, distributing workloads, managing priorities, ensuring equitable and projected outcomes
- Review and implement a new EAP provider for the organisation
- Participate regularly in an employee wellbeing working group, focusing on mental health and employee activity optimisation
- Initiate and develop relationships with clinicians, government stakeholders to secure donations from supporters for specific priority funding areas

GROWTH

- Increased Individual Giving portfolio revenue by 107% over a 2.5-year period
- Increased Individual Giving donor base by over 36% a 2.5-year period
- Increased the Individual Giving average gift by 6.5% over 2.5-year period
- Increased digital specific income by 339% over a 2.5-year period
- Increased mail specific income by 80% over a 2.5-year period
- Increased the amount of donations by 134% over a 2.5-year period Increased Tax income by 3.6% over a 2.5-year period
- Increased Christmas income by 17% over a 2.5-year period
- Increased value of donations by 42% over a 2.5-year period
- Increased monthly Regular Giving income by 11%
- Decreased amount of regular giving churn by 78%
- Developed and implemented two digital and mail acquisition programs
- Increased the amount of stewardship and impact communications

RETENTION

- Strategise, implement and increase donor newsletters from 2 sporadic communications to 4 digital and mail impact focused communications
- Integrated health promotional messaging throughout Individual Giving communications and channels throughout the year, including digital acquisition, two step and stewardship communications
- Strategised and implemented stewardship, thanking and surprise and delighting throughout the annual communications calendar
- Implemented welcome, onboarding, and retention customer journeys throughout all Individual Giving communications
- Strategised and implemented conversion, retention and upgrade periods throughout all Individual Giving annual calendar
- Leverage data insights to re-engage lapsed donors and untapped audiences

DATA

- Implement a data AI propensity scoring model for appeals, regular giving and stewardship within the organisations CRM
- Strategise, lead and develop an organisation wide data segmentation project, creating donor persona's, segmentation modelling and data propensity scoring
- Participate in a steering committee for the decision making of CRM upgrades, optimisations and project implementation
- Lead Individual Giving data decision making for all activities, including appeals, acquisition, RG and retention

MARKETING

- Strategise, develop and implement marketing campaigns for Individual Giving portfolio, including RG, appeals, acquisition
- Increase brand awareness through integrated marketing campaigns
- Leveraging opportunities across the organisation departments and collaborating to ensure growth of brand awareness of Individual Giving portfolio
- Startegise and implement SCHF rebrand, including website redevelopment
- Startegise and implement a new regular giving product for the organisation

Digital DM Coordinator (Acting DM Manager) | Sydney Children's Hospitals Foundation

DECEMBER 2019 – MARCH 2021

STRATEGY, FINANCE AND KPI'S

- Development and implementation of the financial year 20/21 budgets, business strategy for the Direct Marketing department, feeding into the wider organisation strategy
- Develop annual content calendar and strategy incorporating all activity for executing the Direct Marketing strategy
- Develop, analyse and implement key performance indicators for the Direct Marketing department
- Deliver strategy, budgets, income and expense targets for the Direct Marketing programs (acquisition, retention, stewardship and regular giving), campaigns and appeals (Gold, Tax, Bandaged Bear, Radiothon and Christmas)
- Monitor, analyse and report that ROI, KPI's, goals and department activities. Ensuring they are aligned with the fundraising department goals and organisations overall strategy
- Development and implementation of financial dashboard in salesforce for Direct Marketing, regular giving and acquisition program

APPEALS AND CAMPAIGNS

- Strategise, develop, implement, deliver and monitor multichannel Direct Marketing strategies, customer journeys and marketing communications for appeals, campaigns, acquisition, regular giving, stewardship and retention programs. Channels including EDM, SMS, social media, mail and telemarketing
- Collaborate with third party agencies to develop, implement and deliver integrated Direct Marketing campaigns and programs
- Work with internal team and Hospital PR on all digital Direct Marketing communications, campaigns and appeals
- Report and analyse all Direct Marketing and Digital communications
- Implement end to end, multi-channel, customer journeys for campaigns, appeals and Direct Marketing programs. Including welcome journey's, campaign journey's, operational communications, regular giving, retention journey's, stewardship, campaigns and appeals
- Monitor live appeals, campaigns and programs. Adapt strategy and communications based on results and optimise where possible
- Report on all campaigns, appeals and customer journeys throughout the year, including data analysis, segmentation, revenue, engagement, retention and recommendations. Using information to inform future decision making

DIRECT MARKETING PROGRAMS

- Develop the overall strategy for the Foundation's acquisition and regular giving program. Including workshopping ideas, engaging internal stakeholders, developing the value exchange, customer journeys, conducting competitor analysis, developing multistage, multi-channel program that increases leads, donors and revenue for the Foundation.
- Work with external suppliers to develop multichannel approach including digital marketing agency, micro giving agency, mail house and telemarketing agency
- Collaborate with internal teams to ensure optimised approach of the development of programs
- Manage timelines, overall implementation of programs, including internal and external stakeholder meetings
- Implement and ensure KPI's and targets are on track and performing to forecasted results
- Monitor acquisition program from strategy to implementation, reporting internally and externally on results, observing the program closely, optimising, automating and streamlining where possible
- Manage external suppliers and Sydney Children's Hospital Network (government agency) relationship
- Monitor and report on the current regular giving program's
- Report on feedback from supporters, engagement, data, segmentation, overall analytics in monthly and quarterly reports
- Conduct competitor analysis for the programs
- Generate and deliver end of financial year receipting to regular givers

DATA AND ANALYTICS

- Ensure knowledge of database, CRM and Direct Marketing supporters
- Collaborate with internal data team and external agencies to develop data analysis and reports to advise on projects, campaign and appeals strategy.
- Wash and analyse data regularly to ensure that targeted communications have the greatest impact
- Participate in data working groups to develop segmentation, data scoring, data best practice and data capturing methods
- Participate in CBA Idea Engine project – developing data scoring, modeling, segmentation and supporter profiling
- Develop strategy and supporter personas with CBA data findings
- Strategise and implement new data segments within marketing platforms and Salesforce database

- Develop, strategise, collaborate and implement better ways of working, data strategies, data collection in Salesforce user group / working group.
- Develop Regular Giving data briefs and parameters for all campaigns, appeals and programs within the Foundation.

Marketing Coordinator | Institute of Managers and Leaders ANZ

MARCH 2018 – DECEMBER 2019

Marketing Coordinator | IZOA Group

JULY 2017 – MARCH 2018

Marketing and Brand Coordinator | JM Design

OCTOBER 2016 – MARCH 2018

RETURNED TO AUSTRALIA | OCTOBER 2016

Contract Account Manager | Waterfront Publishing and Wowcher UK

MAY 2016 – OCTOBER 2016

Visual Merchandiser | Topshop UK

MAY 2014 – MAY 2016

STUDY ABROAD PROGRAM TO NEW YORK CITY | SEPTEMBER 2013 – MAY 2014

Visual Merchandiser | American Apparel UK

MAY 2012 – MAY 2014

Visual Merchandiser | Zara UK

MAY 2010 – MAY 2012

RELOCATED TO UNITED KINGDOM | DECEMBER 2010

Technical Skills

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|-----------------|--------------------|-------------------|---------------|
| • Squarespace | • Autopilot | • Microsoft Suite | • Basic HTML |
| • Meta Business | • Marketo | • Mailchimp | • Wordpress |
| • Meta Ads | • Google Analytics | • Qualtrics | • SketchUp |
| • Salesforce | • Google AdWords | • Adobe Creative | • PM Software |

Media, Certificates, Events

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| • HIA Awards Finalist 2024 | • Introduction to Data Studio Google |
| • Local Business Award 2024 | • Google Analytics for Beginners Google Academy 2018 |
| • Fundraising Australia Article 2022 | • Advanced Google Analytics Google Academy 2018 |
| • Fundraising Institute of Australia Conference 2020 | • HTML5 + CSS Code Academy 2017 |
| • Business Insights with Google Analytics Sydney University 2019 | |

Volunteering

- The Pyjama foundation | Pyjama Angel Program 2019 - 2023
 - Institute of Manager and Leaders | Mentoring Program 2018 – 2020
 - University of Newcastle | Peer Mentor Program 2017
 - Calais refugee Camp | Volunteer 2015 - 2016
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References

References available upon request
