

ELISSA WARDROP

SOCIAL MEDIA MARKETER & CONTENT CREATOR

A skilled creative storyteller, equipped with 9 years of experience in overseeing and executing the social strategy across the retail, hospitality and entertainment industries for big brands.

EMPLOYMENT HISTORY

Digital Content Advisor | Kmart Group (Kmart, Target, Anko)
July 2023 - Dec 2023 | Contract

Helped create the strategy and elevated engagement content (e.g. SFV, articles) for Workvivo, Kmart Group's first integrated internal communications platform for 50,000+ team members.

Social Media Manager and Content Creator | IKEA Australia
Jan 2023 - Mar 2023 | Contract

Social media management, and a focus on creating authentic videos for Reels - facilitated training for 10 store Interior Design teams, in order to educate, help motivate and increase their confidence in capturing authentic videos for social media.

Social Media Specialist | The Walt Disney Company AUNZ
Aug 2021 - Sep 2022 | Maternity Leave Contract

Primary person responsible for managing the AUNZ channels for Walt Disney Studios, Disney, 20th Century Studios, Avatar. Also assisted with Disney+, Disney Cruise Line, Marvel, Star Wars.

- Worked cross-functionally with many different departments (Studios, Events, PR, Partnerships, Parks, Consumer Products, Gaming and Publishing, Creative) and external media agency to brief, organise and bring to life best in class social content
- Helped to develop, plan and execute the strategy for all Disney, Pixar, 20th Century Studios, Searchlight Pictures and Avatar theatrical and Disney+ releases, as well as various franchise campaigns with a local and loved angle
- Planned and scheduled very high volume of organic content, organised paid media budgets and amplification
- Reported on a campaign, weekly, monthly and quarterly basis
- Wrote copy for organic and paid social adhering tone of voice
- Event/ activation content capture and UGC sourcing
- Created briefs and managed relationships with influencers/ content creators



CONTACT

+61 431 957 416

elissawardrop1@gmail.com

Portfolio: elissawardrop.com

Melbourne, open to re-locaton

EDUCATION

Bachelor of Business

Majoring in Marketing
Griffith University | 2012 - 2015
Award for Academic Excellence
2013, 2014, 2015
Was a Digital Media Intern for Griffith
(FB, IG, Snapchat) in Jan - May 2015

Photography, An Introduction

Open Universities Australia | 2011
High Distinction

TECHNICAL SKILLS

Social Media Management/Listening:
Sprinklr, Emplifi, Hootsuite, Sprout
Social, Khoros

Internal Communications platforms:
Workvivo, Yammer

Content Creation:
Adobe InDesign, Adobe Photoshop
Adobe Premiere Pro, CapCut,
Microsoft Office

SKILLS

Social media and brand strategy

Copywriting, content creation, and storytelling

Authentic videography + editing

Influencer/ content creator marketing

Customer service and community management

Managing, mentoring and training different teams

Internal communication

Event planning and management

EXTRAS

Exceptional time management and organisation skills

Ability to work and adapt in a very fast-paced, constantly changing environment

High attention to detail and always ensures consistency

Strong written and verbal communication skills

Ability to work both individually and in a team

A very dedicated, hard worker

Creative spirit with lots of ideas

INTERESTS

Social media, board games, dodgeball & badminton, writing, making memes, gaming and pop culture, movies and TV, trying new restaurants & eating spicy food

REFERENCES

Available upon request.

Digital Media Executive (Social and Web) | The Star Entertainment Group

May 2021 - Aug 2021 | Left due to COVID-19 Lockdown

- Oversaw the content schedule, created social and web content for The Star Sydney and 6 restaurant/entertainment venues.

Social Media Manager and Content Creator | IKEA Australia

Nov 2017 - May 2021

Sole person responsible for managing IKEA Australia socials (Facebook, Instagram, WeChat, Pinterest, YouTube, LinkedIn)

- Holistically oversaw and managed the Social Media Strategy and Integrated SM Calendar for owned and paid channels
- Worked cross-functionally with different teams (Sales, PR, P&C, Logistics, Local Marketing, Stores, Interior Design) and liaised with external creative and paid media agency
- Assisted managing and mentoring the Social Media Customer Service Team (12+ people) providing on-going training, daily support and conducted performance reviews
- Planned, created, published, and reported on organic social content
- Worked closely with the paid media team to recommend paid social campaign solutions and provide creative/copy
- Identified influencers for PR and helped build relationships
- Engaged with fans on social with a fun, on-brand approach
- Captured event/ activation content and UGC sourcing
- Used feedback, data, research and social listening to share insights with the business for informed decision making

Local Area Marketing Specialist | IKEA North Lakes

Aug 2016 - Nov 2017

Helped open the IKEA North Lakes store and contributed to driving new and repeat visitation throughout the first year

- Maintained local store website weekly using TeamSite
- Content for EDMs, flyers, OOH, radio, newspapers, Westfield social media, store announcements
- Managed all store internal communication channels to keep co-workers engaged and informed
- Planned and managed all internal and external events - e.g. opening month, 1st birthday, product launches, school holidays, workshops, Scandinavian festival, Midsummer
- Managed the IKEA Family loyalty program at a local level
- Key contact person for all external parties - e.g. partners, charities, government, schools, community groups, artists

Commercial Activities Co-worker & Xmas Manager | IKEA Logan

July 2012 - Aug 2016