

Kristy Wright

DIGITAL MARKETING PROFESSIONAL

MARKETING MANAGER, ARGON LAW

Dear John,

My name is Kristy Wright, and I am an ideal candidate for the position of 'Marketing Manager' at Argon Law. If you prefer to see my skills in practice, stop reading and visit the following link: <https://kristywright.com.au/argon-law>

I am an intelligent digital marketing and communications specialist with more than 15 years' experience in the communications and marketing industry and 5 years' experience in digital marketing. I have a proven ability in web development, graphic design, social media management, multimedia, SEO/SEM, content creation and high-level communication skills.

What sets me apart from the other candidates is my ability to be able to distil law and business information into marketable content. I spent 5 years as a Media Officer at a Sydney University, devising and executing communications campaigns for the Business and Law portfolios that I managed. During this time, I became skilled at writing academic law and business research into content that anyone can easily understand. I believe this skill is crucial to the success of the Argon Law Marketing Manager role.

In 2003 I graduated from Macquarie University with a Bachelor of Media. In 2009 I attained a Graduate Certificate in Professional Communication from the Western Sydney University.


One of my first roles was in print media, and there I picked up Adobe Indesign. Also, since then I have proficient skills in Photoshop, Illustrator and have dabbled in XD. I also design Wordpress websites for clients with some experience in Shopify, Squarespace and Wix.

In the last five years, I have broadened my expertise into digital communication both as an employee and freelancing in my own business, Kristy Wright Digital. This year, I added to my areas of knowledge and completed an SEO course.

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I have worked with many clients on the Sunshine Coast and across Australia, providing a range of digital marketing services from social media strategy and management to website design and even video production and editing.

My tasks have included:

- working with social, SEM, SEO and PPC digital marketing strategies
- set up, maintain and report on campaigns
- batch schedule social media posts using tools such as Hootsuite
- website design and maintenance
- editing, uploading and distributing campaigns through CRM applications
- tracking digital spend across all channels
- invoicing, data capture, reporting, customer service
- efficiently handling client workloads and deadlines
- basic video production and editing

I am ready for a challenge to put my skillset into practice and grow the marketing of a business and my potential.

Sincerely,

Kristy Wright



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