



LORRAINE BROWN

COMMUNICATIONS CONSULTANT

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I am a focused and proactive strategic thinker, who works well in an innovative stimulating environment with people who want to make a difference.

I have the ability to think laterally and creatively, with an energetic and positive approach. I am committed to excellence in everything I do.

QUALIFICATIONS

- 2015 **Principles and Practice of Social Media Marketing**
| Marketing Association
- 2014 **Writing Essentials: Clear Concise Compelling**
| Victoria University of Wellington Professional and Executive Development
- 2013 **Writing for the Web**
| Contented
- 2009 **Diploma in Journalism**
| Massey University

EMPLOYMENT HISTORY

Corporate Communications Advisor - Contract | **Environmental Protection Authority**

- ▲ Provided web publishing support across the organisation using SharePoint 2010.
- ▲ Supported the intranet management team launch the new intranet on SharePoint 2013 platform.
- ▲ Developed and sourced content for the intranet, testing content and usability, and ongoing content upload and maintenance.

Senior Publishing Solutions Advisor/Editor | **Families Commission**

- ▲ Developed and managed the Commission's publishing infrastructure and programme, developing policy and procedures for both print and web publishing.
- ▲ Managed production of all publications from editing, proofreading, design to delivery, plus electronic communications and promotional collateral to stakeholders.
- ▲ Managed communications content (web and print) to ensure it is fit for purpose and supports the Commission's strategic direction.
- ▲ Managed relationships with all external service providers: design and print companies, editors and proofreaders (when own capacity was exceeded), plus off-site distribution centre.
- ▲ Managed the Commission's rebranding process preparing brief to design agency and developing communications plan for implementation.
- ▲ Managed the Commission's brand to ensure consistent application and adherence to brand standards across all communication channels.
- ▲ Managed the re-development of the Commission's website, liaising with external providers to ensure project was on schedule and budget.

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Managing Editor/Publications Manager | Institution of Professional Engineers New Zealand (IPENZ)

- ▲ Led the development of the publications strategy.
- ▲ Prepared annual publications and budget plans each financial year.
- ▲ Procured and prepared copy, managed the publication processes for bi-monthly flagship magazine e.nz, monthly newsletter engineering dimension (the official journal of IPENZ) and weekly electronic newsletter engineering direct, to conform to individual charters.
- ▲ Researched and wrote articles for e.nz magazine, and other publications as required.
- ▲ Quality-assured and managed the publication processes for all IPENZ publications and communications material, acknowledging individual target audiences.
- ▲ Managed contracts and ongoing relationships with external suppliers and contributors.

Editor - Army | New Zealand Defence Force / New Zealand Army

- ▲ Led the production of the New Zealand Army's flagship fortnightly newspaper, Army News.
- ▲ Procured, wrote and edited copy for each issue of Army News.
- ▲ Researched and wrote articles for external publications, profiling New Zealand Defence Force senior personnel.
- ▲ Managed contracts and ongoing relationships with external suppliers and contributors.
- ▲ Developed and maintained a catalogue of images, published in Army News.
- ▲ Developed a comprehensive database of articles in each issue of Army News.

Consultant | Lighthouse Consulting

- ▲ Developed a brief, offering recommendations to redevelop the brand, to ensure Lighthouse Consulting were viewed as a professional, credible, and forward-thinking organisation.
- ▲ Reviewed the existing brand, plus website design and content that had lost its appeal since development, and making recommendations for improvement.
- ▲ Reviewed the visual identity to make it more vibrant, extending the colour pallet to make it more versatile when communicating with different audiences, developing new products, and using social media.
- ▲ Contracted and liaised with the design house, managing the visual identity and website development ensuring that it encapsulated the essence of the overall brand.
- ▲ Reviewed and re-wrote website content to better profile the organisation to establish itself as the lead organisation in the research and evaluation space.
- ▲ Developed website content to fit with the new visuals and structure of the new site.

Project Manager | Cement & Concrete Association of New Zealand

- ▲ Successfully managed the repositioning of the Association's flagship publication 'concrete' within timeframe and budget.
- ▲ Managed production of the quarterly publication 'concrete' - developed the brief and timelines for content, editing and print production.
- ▲ Ensured delivery of a quality website, managing a pilot programme of potential end users, implementing comments received from feedback.
- ▲ Launched new website to deadline and within budget.
- ▲ Implemented new visual identity to lift the profile of the Association, and concrete within the residential market.
- ▲ Ensured consistency of brand across all communications collateral; consulted with and briefed designer, managed process from concept to delivery - including visual identity guide.

SYSTEMS EXPERIENCE

Content Management Systems: Drupal, Sharepoint, WordPress

Email marketing systems: Campaign Monitor, Shoutpoint

Event management systems: Lil'Regie