

IONA PROEBST

CONTACT:

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WEBSITE:

www.ionaproebst.com

SPECIALISATIONS

Social Media
Paid Social
Content Management
Marketing/ Social
Strategies
Digital Marketing
Copywriting
Storytelling
Content Writing
Analytics
Design
Event Coordination
Online Fundraising

IT SKILLS

macOS, Microsoft Office
(Word, PowerPoint
Excel, Outlook)
WordPress, MailChimp,
Hootsuite, Buffer,
Canva, Google
Analytics, Monday.com,
Infowit, 5pm, Asana,
Shopify, Global Giving

PROFESSIONAL SUMMARY

A creative, committed and passionate professional with 12+ years experience in digital marketing, branding, copywriting for businesses and inspiring charities. An energetic individual with a proven track record of crafting creative copy, growing and nurturing social media communities and strategically driving purpose-driven businesses and organisations to thrive. Outstanding communication and wordsmith skills with the ability to build strong long lasting relationships with people at all levels.

CAREER BACKGROUND

MARKETING MANAGER @ LETTER27

2021 to PRESENT | LONDON

- Creating and implementing marketing plans and social media strategies
- Content creation for social media and blog/article writing
- Social media management, including paid social
- Project, client and operational management
- Digital campaign strategy and management: optimising, targeting and budgeting (Google Ads, Campaign Manager)
- Sales and outreach (researching markets, CRM, lead generation)
- Website updates, SEO and Google Analytics

WRITER & DIGITAL MARKETING SPECIALIST @ FREELANCE

2017 to PRESENT | GLOBAL

- Strategically grow, manage and nurture social media channels for businesses from a wide range of industries
- Content creation, community management and storytelling
- Deliver creative and engaging short and long form content
- Create insightful and informative travel itineraries and guides
- Write social media and Google Analytics reports
- Customise success-driven communication strategies

SENIOR PROJECT MANAGER @ INIS COMMUNICATION

2016 to 2017 | THAILAND

- Responsible for a large portfolio of global clients including The International Organisation of Migration (IOM), Asia Pacific Malaria Alliance (APLMA) and the World Health Organisation (WHO)
- Managed client's social media accounts
- Researched and created engaging blog content
- Accountable for the design, conceptualisation and management of successful campaigns including WHO's iconic World Hearing Day
- Led an animation project for safe migration for the IOM that was translated into 6 South/Southeast Asian languages

FOUNDER & DIRECTOR @ THE BRANCH FOUNDATION

2007 to 2016 | NEW ZEALAND & THAILAND

- Managed up to 15 staff and volunteers and led the strategic growth of the organisation from its creation to an organisation that serves over 10,000 people
- Crowdsourced an accumulated total of \$120,000 USD+ via GlobalGiving for numerous projects such as providing solar lighting for an entire refugee camp
- Oversaw, coached and motivated a team of 4 Project Managers
- Created partnerships between philanthropists and businesses
- Represented the organisation and led public relation initiatives
- Wrote compelling advocacy and campaign materials, managed all social media channels and created newsletters

LANGUAGE SKILLS

English (Native)
German (Fluent)
Thai (Basic)

INTERESTS

Yoga
Cooking
Travelling

RESEARCH & ADVOCACY ADVISOR @ VOLUNTEER SERVICES OVERSEAS (VSO)

2009 to 2011 | THAILAND

- Assigned at the Mon Women's Organisation and Mon Youth Progressive Organisation
- Planned and facilitated workshops to build the leadership capacity of both organisations
- Consulted on organisational development, management, proposal and report writing
- Created and launched the organisations first online newsletter and local election campaign materials
- Negotiated and nourished the relationship between key stakeholders

RESEARCH & CAMPAIGNS COORDINATOR @ OXFAM

2007 to 2008 | NEW ZEALAND

- Led the funding proposal application for the NZAID Pacific Island Participation Fund
- Managed research and fact finding preparation
- Wrote a successful funding proposal for \$150,000 NZD
- Worked with the program and finance teams to prepare budgets
- Collaborated with the design team on the funding proposal design

PROJECT MANAGER @ OPPORTUNITY FOR POOR CHILDREN

2007 to 2007 | THAILAND

- Effectively managed the organisation's onsite orphanage and local outreach projects
- Led the organisation's communication and fundraising initiatives
- Coordinated local and international donations and sponsorships
- Completed project reports after monitoring and evaluation visits
- Wrote and designed organisational policies and guidelines

EDUCATION

Postgraduate Diploma (PG Dip) | International Development
University of Auckland | 2008 - 2008

Bachelor of Arts (BA) | Double major in Social Anthropology and Film, Television and Media Studies
University of Auckland | 2002 - 2004

AWARDS

Rotary Peace Fellowship | Peace Studies and Conflict Resolution
Chulalongkorn University, Bangkok | 2014 - 2014