



Experienced senior communications specialist; digital solutions, website management content creation and social media expert. I can work closely with the technical and creative teams to develop and deliver an end-to-end solution for your business.

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SUCCESSFUL PROJECTS



Social strategy,
Virgin Trains

Social media expert for the digital transformation team at DXC, provided a vision for social media strategy at Virgin Trains.



Facebook &
Salesforce

Integrated [salesforce.com](https://www.salesforce.com) web-to-lead technology with Facebook to create a Social media tool. Nominated 2013 best social media tool.



Te Reo Māori
digital strategy

I created a social media and web strategy putting Te Reo Māori into the website, video and social media messaging.



AI in the
Workplace

Developed and wrote the ebook "[Is the workplace ready for voice assistants?](#)" Special chapter by guest author Tracey Groves, CEO intelligent Ethics Ltd.



LinkedIn
partnership

Working closely with representatives from LinkedIn, I created several workshops, which I ran across the business globally, tailored for each sector.



influencer
Penny Haslam

I worked with former BBC Presenter and Consultant Penny Haslam joined the Women In Technology campaign.



Digital
Transformation

Collaborated with Digital Transformation experts, to create the ebook, "Digital Transformation in the Workplace"

CAREER

Principal Communications Advisor, Digital and Design

2019 - present

Porirua City Council

A strategic part of the Communications team, responsible for creating a community focused digital marketing strategy. Managing effective internal processes to create and deliver digital content across the web and social media channels. Creating strategic alignment with stakeholders in Porirua, including youth, Māori and Pacific communities. Creation of a social media strategy focused on community engagement.

REPORTS: [Digital Coordinator](#) | [Graphic Designer](#) | [Consultants](#)

- Developed a fluid [COVID-19 digital strategy](#)
- Member of the Porirua City Council Covid-19 communications response team
- Created and led the strategic development for the digital strategy for [Porirua City](#) (Porirua City Council, Pataka Art Museum, Porirua Libraries and Te Rauparaha Arena), including advising on best practice for social.
- [Introduced new digital tools to enhance the user experience](#)
- Manage the [overall development and strategy of the website](#), manage [training workshops](#) for content owners and web users
- Research and review [innovation and technologies](#) for web and social
- Established a close working relationship with the Web Developer to implement new functions: SEO strategy, emergency banners, [global embeds](#), online form enhancement, business directory, call to action, automated processes
- Advised on the Discover Porirua section of the website: ensuring an overall effective end user experience, incorporating SEO, high quality images, social media and up to date content
- Manage external consultant relationships: web creation, social campaigns, and digital tools for ongoing public consultations
- Created the overall strategy for social media platforms, Facebook, Twitter, LinkedIn, and Instagram and ensured Porirua City Councils digital channels are well maintained and managed by the Communications team.
- Led the content strategy for social media across all four businesses with a major focus on video content and the series of "Did you Know" videos on services and facilities at Council. Watch the [Did you Know video for Te Manawa](#)
- Oversee social media and website platforms: Porirua City Council, Te Rauparaha Arena, Porirua Libraries and Pātaka
- Grew my existing relationship with [LinkedIn representatives](#) to help leverage strategies and produce effective tailored LinkedIn workshops, including personalised video messaging for Porirua City Council.
- Implemented social media guidelines across the business, including a strategy focusing on trolling and antisocial behaviour and best practice guidelines for social media campaigns. [Check out our Debate, Not Hate video.](#)
- Monitor and produce social and website reports, tracking and analysing content metrics, web usage, customer engagement and ensuring ROI is delivered
- Manage the overall budget for social media spend and recommend social budgets to internal stakeholders for individual campaigns
- Advise on paid social media campaigns, best practice, budget, and messaging with video, animated gif or imagery.
- Advised Porirua Libraries with their online presence, including holiday programme advertising
- Created an effective [Antenno App campaign](#), using Porirua City Council branding incorporating animated gifs.
- Advise on the appropriate digital tools for specific campaigns or queries:
- MailChimp, Survey Monkey, Web solutions, Apps, Social Media tools,
- Part of the Marketing leadership team developing video content for awards and competitions (Won 2020 Tompkins Wake Award for Better Policy and Regulation by the NZ Society of Local Government Managers SOLGM, [watch the video here](#))
- After recognising a team member was a singer/songwriter, I briefed her on creating a song for Porirua, and then worked with the Digital Team to create a video. [Watch it here](#)
- Worked with the Principal Marketing Advisor to establish the 2020 and 2021 Love Local - Porirua strategy for the Facebook Group and City-wide Expo
- Developed strong partnerships with key stakeholders at Pātaka, Library, Te Rauparaha Arena and Porirua City Council
- Nominated for the 2021 Innovation Award: created a QR code walk, which integrated with our website for Porirua Cemetery, [Take the walk!](#)

- Currently working with the Principal Māori advisor to create Maori translation on the Porirua City Council website
- Mentor and nurture the digital team: best practices, encourage them to enhance their skill set and develop new techniques, take

on ownership of larger projects. ie: photography courses, drone pilot licence, Facebook advertising workshop

SPEAKING OPPORTUNITIES

- 2021: Co-speaker, Social Media for Government NZ Summit "How to adjust communications in real time to deliver timely and relevant content"
- 2021: Guest Host, LGNZ Webinar "How to build your channels and navigate the choppy seas of social media"
- 2021: Panellist, Social Media for Government NZ Summit "Organic vs paid content strategies"
- 2021: Guest Speaker, Pacific Business Trust "Digital Marketing for Business Growth in a Post Covid-19 World"
- 2021: Co-Host, Porirua City Council "Four local wahine talk social media"
- 2021: Host, Porirua City Council "Lifting you LinkedIn Game"
- 2020: Speaker, ConfereNZ: How to engage the under 25's on social media in the Public Sector"

PROJECTS OF NOTE: [Covid-19 Digital Strategy](#) | [2020 Work Experience Programme](#) | [Website training workshops](#) | [Love Local Campaign](#) | [2019 Valentines Day Campaign](#) | [Antenno App Campaign](#)

Podcast Co-host

2019 - present

PoopologyPodcast.com

The brainchild of Eve Laws, [Poopology Podcast](#) brings together women of all shapes, sizes, backgrounds and colours to discuss the trials and tribulations of being a modern warrior woman. Special guests and regular friends will join host Eve Laws and myself as the co-host. We laugh, chat and giggle our way through discussions, from the 'shitty' to the lighter side of life [poopologypodcast.com](#)

Global Head of Content

2018 - 2019

Condeco Software

Responsible for building an organised and compelling global content strategy. Manage effective internal processes and delivering digital content utilising knowledge from; business solutions and strategy, industry trends, customer insight and competitor analysis. Producing content which is best in class.

REPORTS: [Marketing Co-Ordinator](#) | [Social Media Manager](#) | [Marketing Intern](#) | [Content Writer](#) | [Consultants/PR](#)

- Robust and compelling global content strategy, tailored for each region: U.K, America, France, Germany, and Italy
- Managed global thought leadership programme which incorporates talent and influencers across the business. Understanding customer base, writing impactful content for blogs and digital assets. Managed the relationship with industry partner WorkTech to create curated blogs on their website.
- Influence and identify the most effective ways of working with internal teams and specialist partners to produce timely and up to date content
- Created a content matrix which formed the framework for the Digital Content Hub on the website to host all content [check it out here](#)
- Enhanced new and exciting website content through employee feedback, customer insight, website analysis
- Oversee the social media budget and manage the social media team to effectively create paid social media campaigns
- Created Governance programme for digital platforms, ensuring best practices for content creation, distribution, and repurposing. Ensured compliance with best-practice web accessibility guidelines and that content is optimised for search
- Produce detailed reports of performance across the global content portfolio, tracking and analysing content metrics, ensuring ROI is delivered
- Working closely with the Human Resources team, we devised a strategy which used LinkedIn Company page to its fullest potential, created the framework for content and company influencers, with a strategy future plan for content and recruitment drives. [Check it out here.](#)
- Managed partnerships with content distribution channels, affiliate sites and industry partners. Managed content freelancers, journalists and researchers
- Identified new commercial opportunities for content strategy and kept up to date with best practice in digital communication
- Content production; ebooks & guides, infographics, video, blogs, product sheets & case studies, white-papers, and research documents
- Project lead for the [Modern Workplace 2019 Research Report](#) – a global workplace research document, which formed the basis of all content: web, customer presentations, digital content and future product lines.
- Working strategically with the Global Events Director to produce thought leadership content to global events
- Produce and develop bespoke projects and solutions to help clients engage their target audience
- Created a Technical Hub Video series, to help customers with online learning
- Worked closely with the PR agency to generate industry focused articles
- Created and hosted internal workshops on the fundamentals of content, social media, introduced new assets globally
- Worked with the product team when introducing AI to the product suite, developed and wrote the ebook "[Is the workplace ready for voice assistants?](#)"

SPEAKING OPPORTUNITIES

- 2019: Co-host, WorkTech 19, "WorkTech Roundtable"
- 2019: Guest Host, Condeco Software, "The cost of meeting room no-shows"
- 2019: Host, Condeco Software "Global LinkedIn Workshops"
- 2019: Host, Condeco Software "Workplace of the future Think Tank"
- 2018: Host, Where Workplace Works "Change Management Q&A"

Digital Communications Manger UK and Europe

2017 - 2018

Condeco Software

Reporting directly to the UK, Middle East and Africa Marketing Director as the Social media and Digital Communications lead for the UK, responsible for the strategic design, implementation and management of online communication strategies targeting specific customer base through account based marketing, industry leads, partners and alliances. Social media strategy and content creation is a key part of this role.

REPORTS: [Marketing Co-Ordinator](#)

- Devised and delivered Condeco UK's digital and social strategy, including high-impact content campaigns across industry, events and digital channels
- Researching and reporting on social platforms using the strategic positioning, audience research, and ongoing feedback to
- set the priorities for each campaign and change and adapt to improve creative content results
- Management of social channels and their continued operation from data collection, paid distribution, and governance of our country network of local channels.
- Grew the UK Twitter channel to extraordinary proportions, increasing impressions, followers, and engagement levels.
- Developed a thought leadership content plan and strategy based on relatable topics, trends, and internal talent
- Participation in writing and editing thought leadership articles
- Partner enablement: creating relationships both online and offline with partners and suppliers to establish stronger social relationships and adapting social media strategy to suit
- Sought out and formed relationships with social influencers internally and externally
- Created and delivered a series of social media workshops across the UK teams, including the senior leadership team
- Reported and presented social solutions to the Senior leadership to create high impact campaigns across industry and
- Increasing engagement on social channels - generated over half million Twitter impressions for April 2018 Researched new content opportunities across emerging platforms, technologies, and media owners
- Brief the creative team on requirements that meet the campaigns strategic objectives
- Managed the relationship with media agencies to deliver high impact content
- Managed an internal team to deliver social and digital results for all UK campaigns
- Mentored the Marketing Executive in all aspects of digital and social

PROJECTS OF NOTE: [Women In Technology Microsite](#) | [Innovation Forum](#) | [Global LinkedIn Workshops](#)

Further career history

2016 - 2017 Digital Marketing Consultant, Digital Marketing, Social Media, Blogging Consultant

2013 - 2016 UK and Ireland Digital & Social Lead, DXC (Formally CSC)

2012 - 2013 Head of Social and Digital Marketing, SoLX Consulting, Salesforce.com agency

2011 - 2012 Personal project / maternity leave

2009 - 2011 Digital Marketing Executive, Jefferson Wells (a Manpower Company)

2007 - 2009 Digital Marketing & Events Executive, MiNC Property Enterprises

Check out my [LinkedIn](#) profile for further job history

Awards and Nominations

2021 WON	2013 NOMINATED	2020 WON	2021 NOMINATED	2018 AWARDED	2021 NOMINATED	2013 NOMINATED
<p>Better policy & regulation</p> <p>Part of the team creating the award winning video "At the Heart of Our City: Strategic Framework for Children and Young People in Porirua"</p>	<p>Innovative Digital Campaign</p> <p>Innovative Digital Campaign award for "Chatter Challenge" salesforce campaign.</p>	<p>The Active Park Award</p> <p>Part of the small team who created the award winning video for the "The Plimmerton Domain Dog Recreation Area" video entry</p>	<p>Transforming Service</p> <p>Created a web based solution, which allowed business owners to submit their details via a digital form and a Facebook Group</p>	<p>G-Cloud Framework</p> <p>Collaborated with the Public Sector team at Condeco to create a series of content with a public sector focus.</p>	<p>Digital Innovation</p> <p>Worked closely with the Cemeteries Team at Porirua City Council to create an interactive QR code walk.</p>	<p>Best social media tool</p> <p>Facebook and salesforce.com integrated "Dashboard Vote" tool, generating leads from social media into salesforce.com database.</p>