

Digital Marketing

Claire Roper

Communications content specialist with a focus on driving positive customer experiences and generating leads with digital content. Creating innovative content and campaigns aligning with the commercial objectives and strategies. Telling online stories, and working closely with technical and creative teams to develop and deliver end-to-end solutions and customer experiences.

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Principal Communications Advisor, Digital & Design

Porirua City Council, 2019 - present

Responsible for developing and implementing a community-focused digital marketing strategies that drives engagement and impact, across Porirua City Council, Porirua Libraries and Te Rauparaha Arena.

I create and deliver digital initiatives that align with strategic goals while creating collaboration with key stakeholders, including youth, Māori, and Pacific communities.

Promoting and supporting major events such as Chocoberfest, Waitangi Day and the Love Local Expo

I create meaningful connections and sustainable growth through innovative and inclusive digital solutions.

Created an effective and engaging social media moderation strategy. Implemented clear guidelines, overseeing proactive monitoring, and responsive engagement, while minimizing risks. manage and maintain a family of four websites, ensuring they stay up to date, visually appealing, and aligned with the latest digital trends for optimal user experience and engagement.

REPORTS: Digital Coordinator

Global Head of Content

Condeco Software, 2018 - 2019

Developed a compelling global content strategy, managing effective internal processes to deliver impactful digital content. Leveraging expertise in business solutions, strategy, industry trends, customer insights, and competitor analysis, I ensure content is engaging, data-driven, and aligned with organizational goals.

REPORTS: Marketing Co-Ordinator | Marketing Intern | Content Writer

Digital Communications Manager UK & Europe

Condeco Software, 2017 - 2018

Responsible for the implementation and management of online communication strategies; targeting specific customer base through account based marketing, industry leads, partners and alliances.

[Career history, please see LinkedIn for further career history.](#)



Invited to be the MC at Brightstar "Communicating with Diverse Communities"

- ✓ Digital strategy & solutions
- ✓ Thought leadership
- ✓ Digital content
- ✓ Podcasts and television
- ✓ Web design and management
- ✓ Workshops and public speaking
- ✓ Social Media

AI | Technology

I have a deep passion for technology and its ability to transform the way we work. I've written an eBook on AI technology in the workplace, exploring how businesses can leverage AI for efficiency and innovation.



website | design

I have designed, created and managed websites for a variety of different industries. As well as creating landing pages for events and thought leadership requirements as well as creating personal websites for individual professionals.



The History of the Workplace | Modern Workplace Glossary

digital | content

I have written, researched and produced a huge array of digital content From social media campaigns, video, infographics, ebooks, reports and whitepapers across a wide range of topics and industries.



- Virgin Trains** Provided a vision for social media strategy at Virgin Trains.
- BBC Influencer** Collaborated with BBC Presenter Penny Haslam, for Women In Technology campaign.
- Facebook & Salesforce** Integrated salesforce.com & Facebook tool. Nominated '13 best social media tool.
- Te Reo Māori Digital Strategy** Te Reo Māori digital strategy: website, video and social media messaging
- LinkedIn strategic partnership** Created workshops, across the business globally, for each sector.
- Digital Content Hub** Designed a digital online resource hub for customers to download content