



Professional Profile

Jane Toohey

**Marketing Communications Specialist
Company Director**

www.janetoohey.com.au

Jane Toohey is a highly effective senior manager, strategic marketer and communications specialist. Having been a business owner herself, she brings commercial savvy to any role and the ability to drive and develop business. She is highly creative and thrives on developing ideas that cut through the clutter. Currently she works with RedPR as their strategic director and works closely with various business partners to deliver professional integrated solutions to a variety of other clients.

As the owner and managing director of Marketing Angels for 7 years, Jane demonstrated the ability to grow and develop a successful National business. Jane's focus is always to deliver results for growing businesses. She develops brand & marketing strategies that are linked with effective tactical plans that integrate within the business, are simple, understandable and hence, fully implemented. Jane has worked with clients across many industries, as her core capability is to develop a commercially focused marketing strategy that delivers results. She specialises in the property, construction, finance, retail, lifestyle and sports industries.

As Managing Director of Emery Vincent Design in Melbourne, a highly successful graphic design agency, owned by the Clemenger Group, Jane developed the brand strategy for major clients including Mallesons, Village Roadshow and Powercor. She also worked extensively on the brand audit for Australia Post.

Jane has worked for Compaq / Hewlett Packard developing the marketing strategy for the top 100 clients. She was part of the internet marketing revolution from early days, including launching On Australia (now the MSN), a joint venture between Telstra and Microsoft. In past projects she has worked across areas such as brand creation and development, organisational transformation through CRM, business strategy and planning, Internet strategies and the development of integrated marketing strategies.

Jane currently sits on the board of the Australian independently owned company - Mini Movers. Mini Movers provide professional low cost local moving.

Qualifications

Bachelor of Science - Computer Studies 2.1 majoring in Artificial Intelligence and Business
Advertising Management NSW University
Sales & Marketing with IBM
IBM System Centre Academy Graduate
Negotiation Skills - IBM
Presentation Skills incl. Rogen in Australia
Curriculum for Living - Landmark Education
Photo-Journalism (correspondence course)
AICD Not-for-Profit Directors Course

Specific business skills

- Strategic marketing communications
- True integrated capabilities across all aspects of marketing communications
 - Advertising
 - Direct marketing
 - Internet strategy and E-marketing
 - Public relations and media management
- People and team management, motivation and leadership
- Business development and growth
- Client management and relationship building.

Clients / brands worked with

- Australia Post, National Mutual, Village Roadshow (major brand projects)
 - Major brand development
- Optus, Telstra, Microsoft (Integrated communications)
 - Marketing communications planning and management
- Many small to medium businesses across property, lifestyle, recruitment, mining, legal and financial industries
 - Brand creation, marketing planning and tactical implementation and website strategy

Some recent smaller clients:

- RecruitR (Recruitment)
- Compete (Mining and resources)
- Parasoft (Software)
- Sustainable (Design, construction)
- Daintree Eco-Lodge (Travel)
- Healthy Inspirations (Health & fitness)
- BikeKing (Cycling).

Key achievements

RecruitR (Recruitment) www.recruitr.com.au

- Developed the brand from start up
- Created website which drove amazing results in first few weeks of launch
- Developed marketing strategy, and all collateral and marketing material.

Sustainable Pty Ltd (Design, Construction, Landscaping) www.sustainablebuildings.com.au

- Outsourced marketing manager for 5 years
- Brand development and strategy
- Website strategy and management driving up to 10 leads per day across the business
- Advertising campaigns, PR and media created huge profile opportunities for the owner
- 3,000 new clients for landscaping through competition.

BikeKing (Cycling) www.bikeking.com.au

- Developed name and brand from start up
- Develop membership based web site
- Created launch and sponsorship programme
- Achieved 120 members in first 6 months
- Developed coaching and tours for member retention.

Marketing Angels (Marketing Consultancy) www.marketingangels.com.au

- Grew the company from a standing start to \$3m turnover
- 39 consultants and 12 graphic designers across the 3 states
- Set up joint workshops with ANZ to their small business clients Nationally
- Appeared on Kochie's Business Builders program
- Appeared on Channel 9's Small Business program
- Wrote regular column for My Business Magazine
- Wrote a chapter of Secrets of Marketing Experts Exposed (published and sold widely throughout Australia).

Emery Vincent Design (Graphic Design Studio) www.emeryvincentdesign.com.au

- Managed staff of 30 designers
- Created a succession strategy for the founder Garry Emery
- Increased integrated marketing client business
- Maintained 20% gross profit target
- Board responsibility with holding company Clemenger Communications
- Set new strategy for the business including relations with the Sydney business
- Brought on new clients such as Mallesons
- Worked with clients overseas.

Optus Mobile

- Development of key strategic tools for corporate sales force
- Worked in house with the marketing and branding team