

CONTACT DETAILS

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EDUCATION

- **HIGHER EDUCATION**

- **PhD Candidate**

- Melbourne Business School, University of Melbourne
Research area: Interpretive consumer research
Course commenced in March 2007

- **Honours – Bachelor of Business (Marketing)**

- Queensland University of Technology
Research area: Services marketing
Course completed with first class honours – December 2004

- **Bachelor of Business (Marketing)**

- Course grade point average (GPA): 6.875
Queensland University of Technology
Course completed with distinction – June 2002

- **Certificate IV in Workplace Training and Assessment**

- Queensland Business Enterprise Network
Course completed – December 2002

- **TRAINING COURSES**

- Stepping up to team leadership (February – March 2006)
 - Project management (June – December 2005)

- **WORKSHOP ATTENDANCES**

- Contemporary publicity methods – *Sequel Communications* – June 2006
 - Negotiating sponsorship packages – *P4 Marketing Group* – June 2006
 - Analysing corporate culture – *Queensland Society of Business Communicators* – May 2006
 - Crisis communication management – *Sequel Communications* – April 2006

HIGHER EDUCATION ACHIEVEMENTS

- QUT University Medal, 2004
- QUT Marketing Trust Graduate Destination Prize, 2002
- QUT Marketing Trust Fund Prize for Marketing Research, 2001
- McGraw Hill Australia Prize for Marketing Research, 2001
- Golden Casket Lottery Corporation Strategic Marketing Prize, 2001
- Golden Key National Honours Society Member, 2001-present

ACADEMIC TUTORING EXPERIENCE

- **University of Melbourne**, Department of Marketing and Management
 - Semester 1, 2009: *Marketing Channels* (3 classes), *Consumer Behaviour* (2 classes)
 - Semester 1, 2008: *Product and Brand Management* (5 classes)
 - Semester 2, 2008: *Principles of Marketing* (4 classes)
 - Semester 1, 2007: *Managing People and Organisations* (3 classes)
 - Semester 2, 2007: *Managing People and Organisations* (2 classes)
- **Victoria University**, Department of Hospitality, Tourism and Marketing
 - Semester 1, 2008: *Introduction to Marketing* (2 classes)
- **Queensland University of Technology**, School of Advertising, Marketing and Public Relations
 - Semester 1, 2005: *Consumer Behaviour* (2 classes); *Marketing and Audience Research* (2 classes); *E-marketing Strategies* (2 classes).
 - Semester 2, 2005: *Consumer Behaviour* (2 classes).
 - Semester 1, 2004: *Services Marketing* (4 classes); *Marketing and Audience Research* (2 classes).
 - Semester 2, 2004: *Consumer Behaviour* (4 classes); *Services Marketing* (4 classes); *Marketing and Audience Research* (2 classes).

WORK HISTORY

- Dec 2004 – Jan 2007

Brisbane City Council

Corporate Marketing Officer, Marketing and Communication Branch

Band/AO6 (Apr 2006 – Jan 2007)

Responsibilities and experience includes:

- project managing marketing research activities for the Marketing and Communication branch, including campaign evaluations, community attitudes research, brand imaging studies, benchmarking studies and communication audits
- developing brand management activities to implement Council's brand strategy and maintain visual standards and style guide adherence in all Council publications, signage and collateral
- managing the Marketing and Communication intranet website containing Council's marketing, media and communications resources and policies
- coordinating employer and internal branding projects with key organisational stakeholders such as the CEO and Human Resources
- developing and reviewing marketing and communication policies, particularly in relation to sponsorships and organisational communication.

Organisational Communication Consultant, Marketing and Communication Branch

Band/AO5 (Dec 2005 – Mar 2006), Band/AO4 (Dec 2004 – Jun 2005)

Responsibilities and experience includes:

- writing and editing Council's monthly employee newspaper (distribution to 8,000 employees)
- writing and editing CEO and executive management communication, including monthly management updates, CEO broadcasts to all employees, CEO presentations and copy on the CEO's intranet website
- project managing evaluations of organisational communication channels and practices, including conducting communications audits, readership surveys, employee focus groups and content analyses of CEO-employee communication
- developing and implementing organisational communication strategies for Council departments and projects, including change communication projects
- coordinating and editing content for Council's intranet, including developing and writing websites for departments and projects.

Community Promotions Officer, Library Services – Band/AO5 (Jul 2005 – Dec 2005)

Responsibilities and experience includes:

- producing marketing collateral for Council's network of 32 libraries including posters, flyers, membership brochures and information packs
- writing and editing a monthly 'What's On' guide for library events and services (distribution of 10,000 copies)
- writing and editing a monthly e-newsletter on library events and services (subscription of more than 11,000 readers)
- writing online copy for promotions, projects and events on the libraries website (average of 60,000 page views per month)
- writing media releases on library events, special projects and services.

- Jun 2003 – Mar 2004 **Australian Educational Foundation** – International Pacific College Australia (IPCA) – Brisbane – *Marketing Officer*

Responsibilities and experience includes:

- developing, managing, implementing and evaluating a marketing strategy to launch IPCA's vocational education courses
- writing, editing and developing marketing collateral including a website, CD-ROM, brochures, flyers and fact sheets
- writing and editing print ads and feature articles for publication in industry magazines and newspapers
- developing a professional network and liaising with key industry contacts including Australian Education International, IPD and Studylink Queensland
- developing and managing budgets for campaign expenditure
- delivering marketing presentations to schools and colleges
- developing and maintaining databases to manage student enquiries and school contacts.

- Jan 2003 – Apr 2003 **Sumiya Electronics Company** – Sales and Marketing Department – Osaka, Japan
Communications Editor

Responsibilities and experience includes:

- editing and proofreading corporate communication including weekly and monthly sales reports, senior management correspondence, marketing and sales presentations and project reports
- delivering training programs for 25 employees on English language skills, including completing progress reports on employees' training outcomes.

REFEREES

Referees contact details will be provided on request.