



Having started my informal working career in my family's businesses, I developed an appreciation for the difficulties and challenges faced by small-medium size businesses from a very young age. Since leaving my native country to pursue further education in Engineering, I have worked for myself as well as for international and start-up companies, broadening my experience into marketing, strategic business development, branding, event management, project management, customer service and distributor' training.

Propelled by the lessons learnt at an early age about having to have a 'good business sense', I successfully initiated and improved branding, communication strategies and advertising for an international communication company and its group of companies and built a new, highly responsive marketing communication department that delivered faster results and higher quality output at a much lower cost.



# IMACULATA MARRIOTT

marketing & online business consultant

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## ROLES HELD

- Marketing Consultant**  
Adelaide Interim
- Marketing Communications Manager**  
Codan Limited
- Marketing Coordinator**  
Codan Limited
- Sales Administrator**  
Codan Limited
- Importer/Exporter**  
Self Employed
- Acting General / Production Manager**  
Family Businesses

## EDUCATION & TRAINING

- Bachelor of Electronic Engineering**  
University of South Australia
- Graduate Certificate of Marketing (deferred)**  
University of South Australia
- PS146 Certified in Investment (General Advice)**  
PS146 Training Australia
- Various Marketing & Business Short Courses**  
Business & Marketing Plan, Project Management, Branding, Consumer Behaviour, Direct Marketing, Copy Writing, Trade Shows
- Various e-Marketing Courses**  
Internet Marketing Strategy, Website Design, Development and Strategies, Social Media, SEO (Search Engine Optimisation)

## COMPANIES

- Adelaide Interim**  
an executive management consultancy specialising in short-term assignments, where hands-on action & quick results are required.
- Codan Limited**  
a world leader in the supply of radio and satellite communications equipment, with over 80% of production exported to over 150 countries.
- Self Employed**  
exporting, importing and promoting safe consumable products, including personal care, natural health products.
- Family Businesses - various**  
plastic packaging manufacturer, offset printing, record company, and producer and seller of food products.