



Michael John Peck

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EDUCATION

2012 - 2014
Masters of Arts
(Creative Writing)
University of Technology Sydney

2009 - 2011
Bachelor of Arts
(Film, Media Comms. and English)
University of New South Wales

2006 - 2007
Certificate IV in Fashion Design
and Industry Practices
Ultimo TAFE

REFERENCES

References are available
on request

WORK HISTORY

COMPANY	ROLE	
NATIONAL GEOGRAPHIC CHANNELS	Digital Content & Promo Producer Production Coordinator Editor & Camera Assistant	2015 - 2016

Main responsibilities
Producing On-Air promotional material for three distinct Nat Geo channels.

Scriptwriting, editing and producing original content for digital and social media channels.

Collaborating with Graphic Designers, Audio Engineers and Voice Over Artists to create on-brand promotional videos.

On location shooting, including interviewing members of public and talent.

Contributing towards editorial ideas to build audience and engagement, including collaborating with key stakeholders and external partners for specific campaigns and events.

Managing budgets, bookings, crew and kits for shoots.

COMPANY	ROLE	
THE CONSCIENCE ORGANISATION	Digital Producer & Social Media Manager (Nestlé, Uncle Tobys, Wonka, Smarties, Milo, KitKat, Nescafé + Fashion brands)	2014 - 2015

Main responsibilities
Content creation – copywriting and design briefing, community management & moderation

Facebook media (News Feed Adversting) and social insights, analytics and reporting (Social Bakers / Google Analytics).

Monthly content plan ideation, copywriting, publishing, and monitoring of social channel trends.

Key Achievements
Creating quality On-Air and Digital content for key campaigns and channel priorities, including Explorer, WILD Image Spots and Science Week.

Delivering premium promo videos for Canon Australia's joint project with Nat Geo, Tales by Light.

Promo video for Elephant Queen program chosen by global team to send to all other markets for reversioning.

Delivering digital content in real-time in response to daily trending articles, issues and stories, increasing user engagement.

SKILLS: Premiere, Final Cut Pro, InDesign, Photoshop, WordPress, Excel, Powerpoint, Basic After Effects, Scriptwriting, Copywriting.

Manage budgets, timings, crew, kits and freelance staff for shoots, on location and in studio.

Monthly presentations to clients and production teams about updates in design and tech trends and best practice for social media management

Creating decks & strategies across assigned brands, in-line with specified social communications DNA.

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Liaising with Nestle brand teams, consumer services, legal and corporate affairs, and external resources i.e. partner agencies.

Ensure delivery of consumer responses are in line with ACCC guidelines and liaise with specific stakeholders where necessary.

Overseeing team moderation across brand channels as required (Facebook, Twitter, YouTube, Pinterest, Instagram, Google+).
Brainstorm sessions with Digital Acceleration Team about related social media work and presenting to clients findings and strategies.

Data Analysts & Insights
Quarterly, monthly and weekly social media monitoring, insights mining and reporting across community management across Facebook Ads, Social media listening (Salesforce platforms) and Campaign reporting)

COMPANY ULTIMATE CREATIVE AGENCIES	ROLE PR, Marketing & Social Media Manager (Modern Amusement, Saxony and WESC) Digital & E-commerce Manager	2012 - 2014
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Main responsibilities
Brainstorming ideas for digital marketing campaigns, seeing them through from development to execution and delivery.

Work with brands on developing key messages that best represent their voice and online tone; encouraging user participation.

Photography & InDesign for EDMs, promotions, competitions, social media and other campaigns.

Key Achievements
Increased social media community by over 1000 followers on Facebook and Instagram per quarter.

Moderating, engaging and responding to online communities and client feedback to improve social media engagement and reach.

Largest reach ever recorded within Saxony's history with over 10,000 people reached, generated by giveaway competition promotion.

Design banners, manage online store, blogs & website via E-commerce and other CMS platforms (Wordpress, C-store, Campaign Monitor).

Increased media exposure of our brands via new and established PR and TV network relationships and connections.

Develop marketing calendar with key social media strategies to drive growth in sales, communities and overall brand awareness.

Establishing new marketing & social media strategy that consistently increased new page likes and increased community engagement.

Attentive communication with key stakeholders to secure any potential new business opportunities and nurture existing relationships.

COMPANY KSUBI	ROLE PR, Marketing & Digital Manager Self-shooter / Editor	2010 - 2012
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Main responsibilities
Ensure brand awareness and press coverage via press kits, press releases and exposure in key magazines and blogs.

Collaborate with retail teams and merchandisers to find opportunities for influencer campaigns and to prioritise relevant stock items.

Overseeing team moderation across brand channels as required (Facebook, Twitter, YouTube, Pinterest, Instagram, Google+).

Establish and maintain key relationships with partner agencies, publications and bloggers for maximum exposure and traffic to website

Brainstorm sessions with design team about press opportunities and events

Organise and manage shoots when required, including budgets, talent, timings and kit.

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OTHER EXPERIENCE

COMPANY	ROLE
ACON	Volunteer Rover
JUST ANOTHER GUY	Founder and Editor of Gay mens lifestyle and culture publication
SAMESAME.COM.AU	Internship and Contributor
HELLO MR.	Social media coordinator, editor and contributor
BEAMS ARTS FESTIVAL	Shooter / Editor
CULTURE MACHINE	Shooter / Editor
TEAM BUTLER / THE EVENT DEPARTMENT	Production Assistant
FREESTYLE ACADEMY KITEBOARDERS	Shooter / Editor
THE FEDS PRODUCTION COMPANY	Production Assistant - Research Assistant
MODERN AMUSEMENT	Shooter / Editor, Visual Merchandiser