

Max Crabb

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EDUCATION

University of Western Australia (UWA), Perth

Master of Marketing (2017 to 2018)

- GPA: 6.25
- WAM: 76.17

Bachelor of Commerce (2014 to 2017)

- Specializing in Management and Marketing

Hale School, Wembley Downs

Western Australian Certificate of Education (2009 to 2013)

PROFESSIONAL EXPERIENCE

Seven West Media, Perth

Western Australia's largest and most prominent media company

Advertising Coordinator (June 2022 – Current)

- Liaised with internal and external stakeholders for creation and design of advertising copy
- Extensive use of programs: Salesforce, Google Ad Manager, CCI, SugarCRM
- Responsible for training and development of co-workers in both Salesforce and Google Ad Manager
- Management of advertising campaigns for PerthNow and the West Australian across both Digital and Print.
- Creation of post campaign reports

Employsure, Perth

The largest employee relations provider in Australia and New Zealand, servicing over 30,000 businesses

Client Relationship Consultant (Full time, February 2021 - October 2021)

- Organized meetings with clients resulting in over \$360,000 revenue for the business
- Achieved bonus in my last quarter by securing over 15 deals
- Extensive use of Customer Relationship Management through Salesforce

Mediwest Distributors, Perth

One of the leading distributors of medical supplies throughout Western Australia

Warehouse/Operations Assistant (Full time, April 2019 - February 2021)

- Just-in-time management skills to ensure next-day deliveries are efficient
- Inventory management
- Urgent medical deliveries
- Communicating with key stakeholders

Western Biomedical, Perth

A competitive medical supplies distributor

Warehouse Assistant (Casual Contract, December 2013 to April 2019)

- Vendor managed inventory
- Management of key accounts including Hartmann stock for hospitals including St John of God's Subiaco and Murdoch campuses
- Trained new employees across numerous roles and disciplines

Short-term Roles

Perth Plasterboard Centre (PPC), Canning Vale

PPC is the largest family-owned plasterboard and building products supplier in WA, with recent expansion into SA

Marketing Assistant (Casual contract, January 2020 - September 2020)

- Assisting in Customer Relationship Management
- Building digital marketing strategies for their newest website Perth Insulation Centre and Adelaide Plasterboard Centre
- Managing social media
- SEO (with proved success of getting to the front page of Google)
- Paid Advertisements through Google Ads and Facebook Ads
- Successful website launch with Perth Insulation Centre ranking for important keywords in 4 months

Media Lion, Perth

An SEO-specializing marketing agency

Copy Writer (Temporary Freelance, October 2019 - December 2019)

- SEO-centric copy writing and Content Creation
- Assisting and improving internal SEO

3D Printed Talent, Barcelona

A recruitment agency specializing in the 3D printing industry

Marketing Assistant (Internship, August 2019 - October 2019)

- Implemented and maintained a CRM system
- Content creation including the creation of in-depth articles and graphics
- Assist in project management and collaboration of ideas via platforms such as Trello
- Development of informative and educational content for customers visiting the website
- Development of numerous infographics through Adobe Illustrator for use on company site and social media

SKILLS

Ad Design, Customer Relationship Management; Website Building; Business Development; Copywriting; Content Marketing; Marketing Plans and Strategies; Vendor Managed Inventory; Adobe Illustrator; Adobe Creative Cloud; Strategic Management; Content Strategy; Inventory Management; Public Relations

REFERENCES

Luisa Secatore (Seven West Media) *Operations Manager*

luisa.secatore@wanews.com.au

Chris Relph (Employsure) *Client Relationship Sales Manager*

chris.relph@employsure.com.au

Peter Watson (Mediwest Distributors) *General Manager*

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Edgar Llopart Vives (3D Printed Talent) *Director and Founder*

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Robert Watson (Perth Plasterboard Centre) *Managing Director*

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