

Max Crabb

0457 082 106 | max.crabb@hotmail.com

Website: PleaseHireMax.com | linkedin.com/in/max-crabb

EMPLOYMENT HISTORY

Able Sales, Perth

Generator and power equipment suppliers, operating nationwide

Marketing and Web Coordinator (Full time, October 2024 – Current)

- Coordinated and ideated design of new website. Liaising with four separate parties involved in creation of the website and seamless integration with CRM (Sybiz Vision)
- Managed marketing activities for Able Sales and Garpen, producing digital and print content for social media, email campaigns, magazine advertisements, and sales brochures.
- Oversaw website content management, including product photography and copywriting.
- Proficient in Adobe Creative Suite, Meta Ads Manager, WordPress, WooCommerce, and Sybiz Vision.

Seven West Media, Perth

Western Australia's largest and most prominent media company

Advertising Coordinator (Full time, June 2022 – October 2024)

- Liaised with internal and external stakeholders for campaign targeting and design of advertising copy.
- Extensive use of programs: Salesforce, Google Ad Manager, Canva, 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 revealing insightful statistics about campaign performance.

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.
- Significant experience in external stakeholder management.
- 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

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

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

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)

SKILLS

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

REFEREES

Luisa Secatore (Seven West Media) *Operations Manager*

luisa.secatore@wanews.com.au

Peter Watson (Mediwest Distributors) *General Manager*

peter@mediwestdistributors.com.au

Robert Watson (Perth Plasterboard Centre) *Managing Director*

robert@ppcsupplies.com.au