



CURTIS HARRISON

DATA ANALYST, DIGITAL STRATEGIST & SOCIAL GENIUS

CONTACT

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ATTRIBUTES

SEO	SOCIAL MEDIA	PPC, PPV
CONSULTING	FUNDRAISING	QUOTATION
ANALYTICS	BUSINESS DEVELOPMENT	
PAID AND ORGANIC TRAFFIC		
DIGITAL MARKETING	DISPUTE RESOLUTION	
REPUTATION MANAGEMENT		

ACHIVEMENTS

- Youngest Licensee in Australia
- Facebook Event Host "Using Facebook and Instagram to connect with your communities"
- Social Media top mentioned political party as digital strategist NZ election 2020

LANGUAGES

ENGLISH Native ★★★★★	FRENCH Spoken Proficiency ★★★★★
THAI Survival ★★★★★	

PROFILE

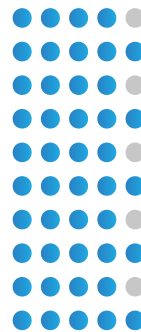
A highly motivated and result-focused professional who is up for any challenge and proficient in performing under demanding and diverse environments. Ability to intermingle, speak and involve myself with individuals, groups or communities of any culture or background. Possess up to standard communication skills and interpersonal skills, hence, able to work with a variety of individuals.

EDUCATION & CERTIFICATION

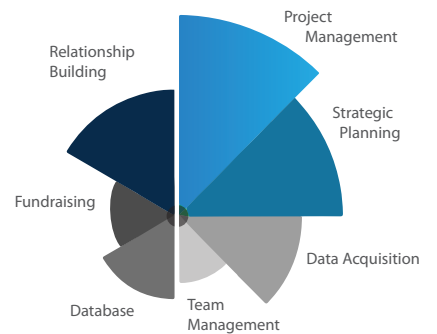
- Bachelor of Health Science def
- Advanced Diploma Construction Management (currently studying)
- Certificate IV Training and Assessment - TAE
- Certificate IV Property
- Certificate III Carpentry (apprenticeship)
- Certificate I Implement food safety procedures
- Certificate of responsible management of licensed venues - RMLV
- Work Safely in the Construction Industry CPCCOHS1001a - WHS White card
- Work Safely with Children - Blue Card
- Working Smart with Microsoft Outlook (Priority Management)
- Working Smart with Microsoft Project (Priority Management)
- First Aid Certificate (St Johns Ambulance)
- Hootsuite Certified
- Nation Builder Architect
- Google Adwords certified

COMPETENCIES

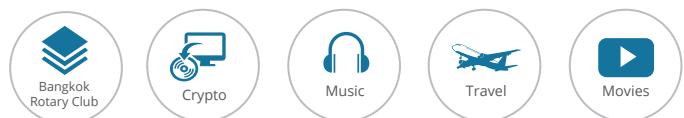
- Team Leadership
- Project management
- Marketing Strategy
- Wireless Networking
- SEO & SEM
- Data Marketing
- Digital Strategy
- Data Acquisition
- Reputation Management
- Data Management



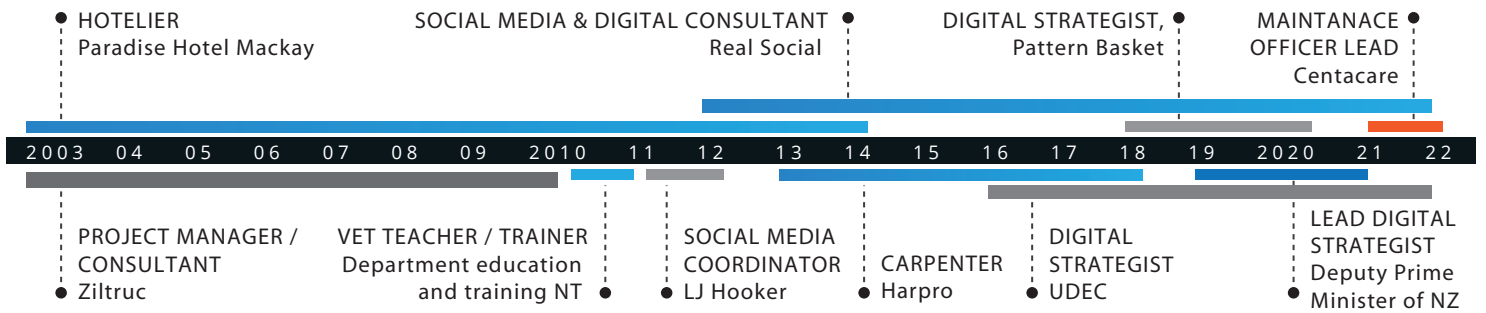
KEY SKILLS



INTERESTS



WORK TIMELINE



REAL SOCIAL | BRISBANE

OCT 2012 - PRESENT

Social Media & Digital Consultant

- Consult with clients on best practices in social media marketing and management
- Management of Facebook, LinkedIn and Twitter pages for various businesses
- Posting of both curated content and original content on blogs and social pages
- Responding to customer complaints and minimizing the potential negative implications by a quick, effective response that relocates the conversation off-line
- Engaging social audiences by responding to comments and posting interesting content that is worthy of discussion
- Project management of website creation
- Created and implemented a posting policy for clients
- Political strategies and best political digital practices
- Working with politicians and political parties
- Nation Builder

CENTACARECQ | BUNDABERG

APR 2021 - PRESENT

Maintanace Officer Lead

- Asses home modifications for elderly and disabled under the HAS CHSP and other government funded programs, Training of staff.
- Negotiation and trade deals with suppliers, Quoting and estimation, Problem solving,

DEPUTY PRIME MINISTER OF NZ | WELLINGTON, NZ

DEC 2019 - JAN 2021

Chief Digital Strategist

- Data Farming Strategies, Data Collection, Data Coalition, Data Analysis
- Management of social pages
- Social Donation Strategies
- Liaise/meet and report weekly with stakeholders, Facebook, Twitter and Google
- Coordinating the creation of social posting
- Report assess and strategise social data for social posting plan
- Post planning and creation
- Manage Communications Team in the Hub (Team of 7)
- Nation Builder

UDEC | WFH

DEC 2016 - PRESENT

Digital Strategist

- Working within UDEC to identify unmet needs, goals, opportunities and challenges of all departments and aspects of UDEC.
- Creating and overseeing the execution of plans through specific initiatives to meet the objectives of UDEC and the Billion dollar plus design, construction and management of utility projects they manage. We do this by creating a holistic digital strategy for; creating cohesive business plans that utilize today's digital assets.

PATTERN BASKET | BANGKOK

OCT 2018 – MAR 2020

Managing Director, Digital Strategist

- Startup utilising new digital printing technology; an online marketplace bringing custom designs to life and into customers' homes via eCommerce
- Digital media strategies and creating an online platform
- Ecommerce
- PM Website development

HARPRO | BUNDABERG

JUN 2013 - OCT 2018

Carpenter

- Fixing, setting and applying of plastering materials in both residential and commercial construction
- Construction of both commercial and residential buildings
- Handling various other activities like Fit-outs, Concreting, Insulation, Fire-rated building systems,
- Working with suspended ceilings and suspended ceiling systems
- Safe handling of construction materials and tools
- Worksite and job preparation & Quotation

PARADISE HOTEL MACKAY | MACKAY

FEB 2003 - DEC 2014

Hotelier

- Owner and manager of a Hotel in the Mackay city centre
- Created print and online marketing materials for distribution
- Managed and tracked AdWords campaigns to determine the efficacy of particular keywords and ads
- Set up and linked an online booking system (Little Hotelier) to our website
- Take bookings over the phone and respond to customer inquiries

LJ HOOKER | DARWIN

NOV 2011 – DEC 2012

Real Estate Salesperson / Social Media Coordinator

- Responsible for the management of social pages for LJ Hooker Darwin and Palmerston
- Facebook strategies for selling real estate
- Online Reputation Management
- Advise clients on strategies to get the best listing price for their home
- Meet with potential clients and complete appraisals of their homes
- Create and distribute marketing materials

DEPARTMENT EDUCATION AND TRAINING NT |

NOV 2010 – NOV 2011

Vet Teacher / Trainer / Facilitator | Department education and training NT

- Training indigenous in remote NT in the areas of construction and manufacturing pathways
- Planning the classes in accordance with the students' needs to facilitate flexible learning
- Delivering Construction training packages and White cards.
- Ensuring a complete understanding of the teachings
- Resolving the complications faced by the students
- Lead generation and thorough follow-up

ZILTRUC | GOONYELLA RIVERSIDE (MINE)

JAN 2003 – FEB 2010

Project Manager / Project Consultant

- Help to carry out research and data collection, for the purpose of conducting analysis;
- Interviewing and consulting stakeholders;
- Preparing business proposals and presentations, within a mining environment.