

# CRISSIE O'DEA

STRATEGIC COMMUNICATIONS, MARKETING & ENGAGEMENT LEADER

## CONTACT DETAILS

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## CORE COMPETENCIES

- Strategic Marketing & Communications Leadership
- Stakeholder, Community & Partnership Engagement
- Executive Communications & Advisory
- Organisational Change & Transformation
- Brand & Reputation Management
- Digital Transformation & Innovation
- Team Leadership & Capability Development
- Governance, Risk & Compliance
- Content Strategy & Development
- Website & Digital Channel Management
- Internal Communications & Employee Engagement
- Executive Reporting & Performance Insights
- Budget & Resource Management

## COMPUTER SKILLS

- Graphic Design - Adobe Suite (InDesign, Illustrator, Photoshop & Acrobat), Canva
- Office - Word, Excel, PowerPoint, Microsoft Forms, SharePoint
- Web - WordPress, Google Analytics, Mailchimp

## PROFILE

Strategic marketing, communications and stakeholder engagement leader with more than 20 years' experience driving organisational growth, transformation and commercial outcomes across community, health and commercial sectors. Proven ability to lead complex change initiatives, build trusted partnerships and provide executive-level advice that strengthens organisational performance and stakeholder engagement.

## PROFESSIONAL EXPERIENCE

### Vertaview Group

Group Marketing & Project Services Manager ..... Dec 2025 - Jun 2026  
Marketing & Communications Business Partner ..... Mar 2024 - Dec 2025

### Reliance Worldwide Corporation

Regional Marketing Manager - APAC ..... Apr 2022 - Mar 2024

### Con-Serv Corporation

Marketing & Communications Manager ..... Jun 2018 - Jul 2022

### Tradelink

Loyalty Program Manager ..... Dec 2017 - Jun 2018  
Marketing Promotions Coordinator ..... May 2016 - Dec 2017

### General Stationery Supplies

Marketing Manager ..... Dec 2009 - May 2016

### Origo Education

Marketing Manager ..... Sep 2007 - Dec 2009

### Hotel Tourism Management (Liquor Legend)

Marketing Manager ..... Jun 2005 - Sep 2007  
Graphic Designer ..... Jan 2003 - Jun 2005

### Glenda Stenner Recruitment

Graphic Designer (Freelance/Contract) ..... 1999 - 2003

## EDUCATION

Bachelor of Business (Marketing) ..... 2026  
Bachelor of Communications (Social Media / Public Relations) ..... 2026  
Diploma of Change Management ..... 2026  
Diploma of Project Management ..... 2026  
Diploma of Social Media Strategy ..... 2021  
Justice of the Peace (Qual) ..... 2002  
Cert IV Assessment & Workplace Training ..... 2001  
Diploma of Graphic Design ..... 1988

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## CAREER HIGHLIGHTS

### Vertaview Group |

#### Enterprise Digital Transformation

Designed and implemented a group-wide SharePoint intranet across six entities, creating a unified employee communication and collaboration platform that improved governance, information access and workforce engagement

### All About Living | AlayaCare Business Transformation

Led communications and change management for the implementation of AlayaCare, supporting the transition to a new enterprise care management system and driving organisation-wide awareness, training and adoption.

### RWC | Digital Marketing Transformation

Established social media and digital marketing capability across 11 brands, introducing strategy, governance, content standards and team training to strengthen brand visibility and engagement.

### RWC | Operational Transformation

Led the transition of the in-house marketing team from Apple Mac to PC, improving collaboration, reducing costs and integrating the function with broader organisational systems and processes.

## WORK HISTORY

### Vertaview Group

Group Marketing & Project Services Manager.....Dec 2025 - Jun 2026  
Marketing and Communications Business Partner ..... Mar 2024 - Dec 2025

Vertaview Group is a provider of aged care, disability and mental health services. Reporting to the CEO (All About Living) and Head of Marketing (Vertaview), I led strategic communications, stakeholder engagement, digital transformation and organisational change initiatives that supported organisational growth, workforce engagement and service delivery outcomes.

#### Key Responsibilities

- Led strategic communications, marketing and stakeholder engagement initiatives that supported organisational objectives and customer outcomes.
- Developed and delivered integrated communication strategies, campaigns and engagement programs aligned to organisational priorities and business outcomes.
- Provided strategic advice to executive leaders, supporting organisational change, sector reform and business transformation initiatives.
- Led digital communication strategies and platforms that strengthened workforce engagement, information sharing and organisational communication.
- Led multidisciplinary project teams and external partners to deliver communication, digital transformation and organisational improvement initiatives.

### Reliance Worldwide Corporation (RWC)

Regional Marketing Manager - APAC.....Apr 2022 - Mar 2024

As Regional Marketing Manager for the APAC region, I led strategic marketing, communications and employee engagement initiatives across multiple international markets. Reporting to the Sales and Marketing Manager, I partnered with global and regional leaders to strengthen brand presence, support commercial growth and deliver integrated marketing programs across the APAC region.

#### Key Responsibilities

- Developed and delivered integrated B2B marketing strategies across digital, print, social media, web, video and event channels.
- Managed internal and external communications, ensuring alignment with global, regional and local business objectives.
- Led a high-performing marketing team, overseeing campaign delivery, creative production and performance reporting.
- Delivered employee engagement and internal communication initiatives supporting more than 700 employees across 12 APAC sites.
- Managed supplier partnerships, marketing budgets and performance reporting to support commercial decision-making and business growth.

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## CAREER HIGHLIGHTS

### Con-Serv | Digital Growth Transformation

Led the redevelopment and launch of the Con-Serv website, delivering a content-led digital strategy that increased monthly website traffic from 1,500 to more than 6,000 visitors.

### Con-Serv | e-Commerce Transformation

Implemented a B2B e-commerce platform, integrating business systems and leading organisational adoption to improve operational efficiency, customer experience and online sales capability.

### Con-Serv | Digital Marketing Capability Development

Established Con-Serv's digital marketing function, implementing social media, video, content and influencer strategies that enhanced brand awareness, customer engagement and digital presence.

### Tradelink | Loyalty Program Innovation and Growth

Developed and launched Tradelink Rewards, growing membership beyond 10,000 members and increasing member spend by 8% year-on-year. Established strategic supplier partnerships that generated \$30,000 per month in cooperative advertising funding, supporting national marketing initiatives and program expansion. The program was recognised with third place in the 2017 Fletcher Building International Business Awards for Best New Product or Service Innovation.

## WORK HISTORY

### Con-Serv Corporation

*Marketing & Communications Manager.....Jun 2018 - Jul 2022*

As Marketing & Communications Manager, I led national marketing, brand and digital transformation initiatives that strengthened market position, enhanced customer engagement and supported business growth.

#### Key Responsibilities

- Developed and delivered national B2B marketing, brand and digital strategies to support growth and market position.
- Led integrated marketing campaigns and communications across digital, print and sales channels.
- Managed offshore creative resources and external partners to deliver marketing initiatives.
- Conducted market research and customer analysis to inform product development and growth opportunities.

### Tradelink

*Loyalty Program Manager .....Dec 2017 - Jun 2018*

*Marketing Promotions Coordinator .....May 2016 - Dec 2017*

Reporting to the Head of Marketing, I managed national promotional campaigns and Tradelink Rewards, driving customer retention, engagement and supplier partnerships.

#### Key Responsibilities

- Developed and delivered the National Promotional Calendar across digital, direct marketing, advertising and trade channels.
- Managed supplier relationships, promotional activity and campaign execution.
- Led the management and growth of Tradelink Rewards, including member engagement, partnerships and promotional programs.
- Managed loyalty program budgets, performance reporting and cooperative advertising initiatives.

## Additional Professional Experience

Earlier marketing and graphic design roles across retail, education and wholesale sectors, building expertise in brand development, customer engagement, creative design and marketing communications.

Marketing Manager, General Stationery Supplies.....Dec 2009 - May 2016

Marketing Manager, Origo Education .....Sep 2007 - Dec 2009

Marketing Manager / Senior Graphic Designer, Liquor Legends .....Jan 2003 - Sep 2007

Freelance Graphic Designer, Glenda Stenner Recruitment .....1999 - 2003