

TOM HUMPHREYS

COMMUNICATIONS SPECIALIST

CAREER HISTORY

DECEMBER 2020
- FEBRUARY 2021

SEASONAL WORKER

WESTERWAY RASPBERRY FARM, WESTERWAY (TASMANIA)

Seasonal work on the farm completing fruit picking, pruning, harvesting and packaging roles.

JANUARY 2020
- MAY 2020

COMMUNICATIONS COORDINATOR - CONTRACT UNIVERSITY OF MELBOURNE - CYBERSECURITY, MELBOURNE

Working within Business Services to effectively communicate the University's changing cybersecurity practices and support complex technology changes.

- Requirements capture, design and launch of key cybersecurity websites
- Production of key cybersecurity resources for staff, students and academics
- Unifying key faculty and school communication channels to improve output
- Production of highly informative security video and quick reference guides
- Launch and management of new cybersecurity communications channels

JANUARY 2019
- JUNE 2019

DIGITAL MARKETING SPECIALIST

DIVERSITY TRAVEL - TRAVEL MANAGEMENT, UK

Managing and successfully developing Diversity Travel's digital communications strategies and produced content.

- Production Lead on acclaimed and data-rich academic case studies
- Project Lead on successful, large scale HTML client survey campaign(s)
- Instigator of major improvements to company websites and CMS systems
- Manager of Microsoft Dynamics CRM system, development and userbase
- Developed innovative business intelligence factors and content pipelines

AUGUST 2017 -
JANUARY 2019

CONTENT COORDINATOR

DIVERSITY TRAVEL - TRAVEL MANAGEMENT, UK

Delivering impactful communications projects, innovative media and successfully launching a 'culture of content' across the organisation.

- Production of acclaimed charity, NGO and academic focused magazines
- Production of an engaging portfolio of insightful company video guides
- Production of sales literature and materials for key industry events
- Leading successful and comprehensive GDPR data protection campaigns
- Developing new and existing content with CMS systems and Adobe CC

NOVEMBER 2016
- AUGUST 2017

MARKETING COMMUNICATIONS EXECUTIVE

ENDRESS+HAUSER - PROCESS AUTOMATION, UK

Working within Business Development to promote company globally, develop technical literature and manage the company's internal TV network.

DECEMBER 2015 -
AUGUST 2016

MARKETING MANAGER

THE 848 GROUP - BUSINESS CLOUD IT SERVICES, UK

Management of multi-channel marketing strategies and content, coaching duties of interns and representing the company at key industry events.

DECEMBER 2014 -
DECEMBER 2015

SALES AND MARKETING SPECIALIST

THE 848 GROUP - BUSINESS CLOUD IT SERVICES, UK

Development of company's portfolio of persuasive digital and print assets.

INFO

NAME

Tom Humphreys

LOCATION

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EMAIL

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PHONE

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LINKEDIN

linkedin.com/in/tomhumphreys/

WEBSITES

www.feraltom.com (Portfolio)

www.feralsites.com (Business)

ABOUT ME

I bring innovation to life by transforming complex information and marketing strategies into persuasive and powerful content and solutions.

By positively embracing a lifelong energy for problem solving and sharing, my creative marketing projects engage audiences, generate active discussion and make meaningful and results-driven differences.

I am highly opportunistic, driven by enthusiasm and passionate about the art of marketing and business success.

To find out more about my values, successes and interests please visit [linkedin.com/in/tomhumphreys/](https://www.linkedin.com/in/tomhumphreys/) or www.feraltom.com

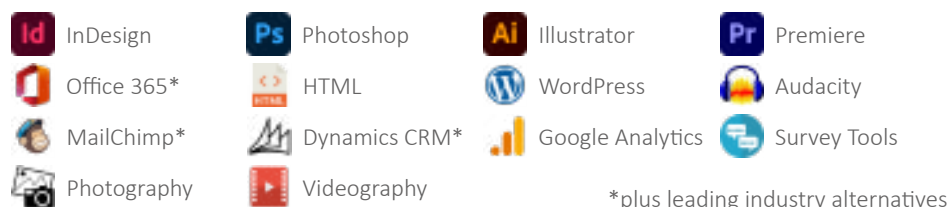
TOM HUMPHREYS

COMMUNICATIONS SPECIALIST

KEY SKILLS

- ☆ Persuasive copywriting and skillful editing
- ☆ Creating engaging content and messaging
- ☆ Excellent communication at all levels
- ☆ Very technically literate and quick learner
- ☆ Data visualisation and reporting
- ☆ Fast and accurate requirements capture
- ☆ Coordinated project management
- ☆ Dynamism and strategic thinking
- ☆ Empassioned problem solver
- ☆ Teaching, training and knowledge sharing
- ☆ End to End campaign management
- ☆ Attentiveness and emotional intelligence

TECHNICAL PROFICIENCY



VOLUNTEER EXPERIENCE

- 2020 / 21 **VOLUNTEER & CONTENT PRODUCER**
CONSERVATION VOLUNTEERS AUSTRALIA, TASMANIA
- 2018 / 19 **ENGLISH TEACHER & MARKETING COORDINATOR**
SEMILLAS LIFE, PERU
- 2018 / 19 **FIELD WORKER**
CANAL & RIVER TRUST, UK
- 2013 / 16 **TOUR GUIDE & HAUNTED HOUSE ACTOR**
SHUGBOROUGH HALL NATIONAL TRUST ESTATE, UK
- 2009 / 12 **TEACHING ASSISTANT**
COOPER PERRY PRIMARY SCHOOL, UK

PET PROJECTS & SIDE HUSTLES

- 2018- NOW **FERAL SITES (WWW.FERALSITES.COM)**
FREELANCE WEBSITE DESIGN AND MANAGEMENT
- 2019- NOW **FELONY SWEEPSTAKES**
CARD GAME SATIRISING THE U.S JUSTICE SYSTEM
- 2016- NOW **ASH OF JEQUITIBÁ**
SCREENPLAY FOR A DYSTOPIAN DRAMA TV SERIES

FOR FURTHER INFORMATION PLEASE VISIT WWW.FERALTOM.COM
20+ REFERENCES AVAILABLE AT LINKEDIN.COM/TOMHUMPHREYS
THANK YOU FOR YOUR CONSIDERATION!