



# Fiona Cullen

Marketing Strategist, Client Success Advocate,  
Speaker, Facilitator, Five-Time Australian  
Representative Athlete

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## SKILLS

Fluent in French

Understanding and application  
of Behavioural Science, Cognitive  
Psychology and Neuro-linguistic  
Programming (NLP) techniques

Excelleration Facilitator

Keynote Speaker & Emcee

## EDUCATION

Bachelor of Business  
Communications/Public Relations  
QUT – 2001

Strategic Management Executive  
Leadership Course  
Macquarie University Graduate  
School of Management – 2016

BRANDONIAN trained facilitator  
Archetypal Brand Discovery,  
Mapping and Awakening – 2017

## CAREER OBJECTIVE

To work with positive, energetic, performance driven people that are committed to the principle of ongoing continuous improvement and value integrity, service to others, creativity and fun.

## EXPERIENCE

- Marketing Manager, Redman Solutions (2017 – Present)
- Chief Marketing Officer, Console Group (2017)
- Strategic Marketer and Senior Account Manager, Brio Group (2016/17)
- Business Development Manager, Australian University Sport (2010/16)
- NLP Based Sales Consultant, Onirik (2010)

## KEY ACHIEVEMENTS

- All roles over the past ten years have reported directly to the CEO or Board of Directors. Experience leading a team of up to 20 direct reports.
- At Redman Solutions I am responsible for procuring leads for local government software sales - \$5M annual revenue. Building brand equity, trust and confidence is paramount as the sales are complex B2B sales that rely heavily on relationships and reputation within an industry that is highly risk adverse. The marketing strategy has a strong focus on conferences, webinars, website and LinkedIn content marketing.
- During Covid, I was transitioned out of the marketing role at Redman Solutions into a business development/direct sales role where I am now responsible for delivering an annual personal sales target of \$600,000.
- At Brio Group, I developed and delivered rolling 90-Day strategic marketing plans for five corporate clients running concurrently which involved strategy ideation, project management and collaboration with internal team, client team and third party suppliers to deliver a range of marketing activities. I implemented Wrike to manage project delivery schedules and increase visibility of deadlines.
- At Console Group, in my first three months I employed a new marketing team, rebuilt the website, cleansed the customer database and launched a customer re-engagement email marketing campaign designed to rebuild relationships with customers that had not received meaningful contact from the company for over 18 months.

## WHAT I VALUE

Respect, contribution and service to others.

Ongoing continuous improvement.

Real conversations where people are allowed - and encouraged - to share what is really going on in their minds and lives.

I choose to relate to all beings as the evolution that they are, understanding that no one stays the same, we are constantly evolving, moment by moment, wiser and more evolved than we were just moments ago.

## ACHIEVEMENTS

7th fastest ALL-TIME Australian female 100m hurdler

Representative for the Australian Track and Field Team in 2002 and 2006 Commonwealth Games, 2006 World Cup in Athletics, and 2007 World Championships in Athletics

Member of the Australian Women's Bobsleigh team that placed 15th at the 2011 World Championships

Rotary International Exchange Student 1997 to Belgium.

## REFEREE

Emily Diamond  
0416 027 079

## KEY ACHIEVEMENTS (continued)

- Developed a "whole of organisation" strategic marketing plan for Australian University Sport and delivered annual integrated marketing and communications plan that incorporated website, social media, email campaigns, special events, marketing collateral and traditional media to recruit 22,000 student athletes from 42 universities competing in six multisport events and Australian University Championships.
- Grew the AUS digital marketing footprint from infancy in 2010 to just under 30,000 followers across five social media channels including Facebook, Twitter, Instagram, Snapchat and YouTube which features live stream broadcasts of Unigames events since 2014.
- Project managed the website redesign project that produced a suite of 12 new websites for AUS. Managed the entire process from tender to design concepts to content migration and launch. The project involved migrating from a SharePoint server to a new Joomla based web platform that is, clean, easy to use and mobile friendly.

## STRENGTHS AND UNIQUE ATTRIBUTES

- I am dynamic, motivated and my passion is infectious.
- I am creative and have the ability to think on my feet and outside the box.
- I'm a strategist and a big picture thinker that loves to figure out creative ways to solve problems.
- I ask "Why?" to make sure that the things we are doing are going to produce measurable results aligned to company and client objectives.
- I am just as comfortable overseeing a team as I am rolling up my sleeves and getting in the trenches to get the job done.
- I am a clear and direct communicator who is always ready to collaborate.
- I thrive in a performance driven environment and I love to win.
- I know how to secure new clients and keep them.
- I pride myself on my ability to establish rapport quickly and retain clients by managing expectations and always looking to value add.
- I'm a successful negotiator because I focus on finding and creating win-win-win outcomes for all involved.
- I love it when I exceed expectations and make things happen.
- I've had the privilege of representing my country and through elite sport I developed resilience, discipline, determination, team work and gratitude.