



Andrew Ross

Experience

2016–Present

Freelance Marketing and Communications Consultant • No Visible Means

2016–2019 (part time)

Sales & Marketing Manager • West Coast Wilderness Railway

2007–2016

Marketing Manager • Port Arthur Historic Site Management Authority

2005–2007

Marketing and Events Manager • Royal Tasmanian Botanical Gardens

2002–2005

Project Manager • Screen Tasmania

1997–2001

Marketing and Development Manager • Tasmanian Symphony Orchestra

I have extensive experience in media, marketing & communications and event production and management at senior levels, and also at very practical, hands-on levels in small organisations.

Education

University of Tasmania

- Graduate Certificate in Tourism

Australian Film, Television and Radio School

- Producing Certificate Course (graduated 1991)

A full resume is available on my website or my LinkedIn profile (see links above).

Marketing & Communications

Having developed high level strategic marketing and communications



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strategies for major organisations, I now operate my own consultancy supporting small businesses with both strategic and practical hands on management of their marketing, sales and communications. My experience ranges from generating news and media coverage with well-written media releases and events to set up and ongoing development of compelling content for social media and websites.

Event Management

I managed major public events such as the Tulip Festival and Huskies Picnics for the Royal Tasmanian Botanical Gardens and also indoor and outdoor events for the Port Arthur Historic Site Management Authority. I've also run online competitions and visitor engagement programs using a variety of web and social media tools.

Policy support

I've developed policies around social media and online communications to guide staff at PAHSMA, developed funding guidelines and managed assessment processes for grant and investment programs at Screen Tasmania and work with current clients to develop and maintain appropriate privacy and information policies and procedures.

References

Available on request.

