KARLEE VENTRE

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PROFESSIONAL SUMMARY

Social media, content and communications professional with more than nine years of experience across dairy, health, entertainment and local government, with a Bachelor of Arts in Journalism. Experienced in building social media strategy, writing for different audiences, working with creators, agencies and senior leaders, training teams, and using performance data to show what is working. Looking to step up into a Manager or Lead role.

SKILLS

- Social media and content strategy
- Campaign planning and delivery
- Writing, editing and storytelling
- Media releases and media relations
- Communications advice for senior leaders
- Influencer and ambassador partnerships
- Briefing agencies, creators and contractors
- Training and coaching teams
- Performance analytics and reporting
- Email and CRM marketing

TOOLS & PLATFORMS

- Meta Business Suite, LinkedIn, TikTok
- Statusbrew, Sprout Social, Meltwater
- Salesforce Account Engagement (Pardot), Marketing Cloud, Mailchimp
- Google Analytics
- Sitecore CMS, WordPress
- Adobe Photoshop, InDesign, Premiere Pro
- CapCut, Canva
- Trello, Monday.com, Microsoft 365

WORK HISTORY

Dairy Australia - **Digital & Social Media Senior Advisor**
Melbourne, VIC • 07/2025 - Current

- Write for farmer, industry and consumer audiences across social, website articles and EDMs, turning technical research into plain English and adapting the tone for each audience.
- Prepared briefings for the Dairy Australia Executive Team with stats and a proposal to change how we post to be more community focused, and the change worked.
- Redeveloped the social media strategy for the farmer and consumer channels. Jan to Jun 2025 vs 2026, the National Dairy Australia page engagement rate rose from 3.78% to 9.75% (Facebook and LinkedIn), and the Australian Dairy consumer channels from 4.38% to 37.52% (Facebook and Instagram), with followers up 158%.
- Developed the proposal and a full strategy for a Farmer Ambassador pilot, working with about five farmers as creators to share roughly one farmer-made post a week.
- Trained regional comms teams across 7 regions, and review, edit and approve about 12 posts a month for each region, giving editorial feedback.
- Researched social media management tools, worked with the Statusbrew team, set up the platform, added users and ran training. Brief external videographers using Trello.

Australian Unity - **Content & Social Specialist**
Melbourne, Victoria • 10/2022 - 06/2025

- Wrote and published articles for the Real Wellbeing Content Hub, a health and wellbeing content hub, working through compliance and legal approvals.
- Worked with Brand, PR, Legal and Compliance teams, and ran long-term health insurance campaigns using performance reporting to recommend improvements.

EDUCATION

Swinburne University of Technology
Hawthorn, VIC • 08/2016

Bachelor of Arts: Journalism, Co-major of Media and Communications

- Study Abroad: University of Leicester, UK
- Internship: Nuffnang (Influencer & Content Marketing)
- Recipient of the Swinburne Abroad President's Award
- President, SwinMates (Swinburne exchange student community), planning events
- Co-Host, 3SSR Radio and 3SSRTV (Channel 31)

REFERENCES

Available on request.

The Funderdome (Hoyts) - **Marketing Executive**
Melbourne, Victoria • 12/2021 - 10/2022

- Wrote promotional copy, social content and EDMs that averaged a 31% open rate, and designed brochures, flyers, table talkers and posters.
- Briefed an external PR agency and gave feedback on their work, worked with influencers on the venue launch, and tracked projects in Monday.com.

Greater Shepparton City Council - **Digital & Social Media Officer**
Shepparton, Victoria • 08/2017 - 06/2021

- Wrote media releases, attended media announcements and liaised with local media on behalf of Greater Shepparton City Council.
- Worked with the Mayor and Councillors on scripts, messaging and video, and made videos with the Mayor at least once a month.
- Reached over 80% of the community within 3 days during a suspected local outbreak.
- Led social media strategy and content for three Greater Shepparton City Council brand pages and oversaw 15 other accounts, lifting average reach by 38.3% and engagement by 43% (2019/20 vs 2018/19).
- Led the development of social media governance across Greater Shepparton City Council teams, including monthly meetings with page admins, yearly training and an annually updated procedure.

Evolve Entertainment - **Marketing & Planning Coordinator**
Shepparton, Victoria • 01/2017 - 07/2017

- Sent and scheduled EDMs and SMS to a database of over 700,000, and briefed designers and a contractor on campaign materials.
- Ran social for the Video Ezy and Blockbuster brands, and coordinated competitions and promotions.