

# Laura Hutchins

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## PROFESSIONAL SUMMARY

Marketing professional with a strong foundation in brand development, digital campaigns, and creative storytelling. Skilled at bridging strategy and design to deliver measurable engagement, audience growth, and brand impact across digital, social, and print platforms. Combines data-driven strategic planning with creative execution, using analytics, competitive insights, and campaign performance data to inform marketing strategy, audience segmentation, and channel optimisation. Specialises in SEO-optimised content creation, brand-focused copywriting, and strategic campaign development. Over 17 years' experience across retail, travel and tourism, media, and commercial industries, with formal qualifications in Business Marketing and a proven track record in translating insights into actionable marketing strategies.

## KEY SKILLS

- Strategic Planning & Campaign Development
- Data Analysis & Marketing Analytics (GA4, RCM, Brevo, Mailchimp, Hubspot)
- Content Strategy & Copywriting
- SEO & AI Search Optimisation
- Digital & Social Media Campaign Management (Meta, LinkedIn, Google Ads)
- Brand Development & Visual Identity
- Design Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Website Design & UX (WordPress, Shopify, Wix)
- Advertising & Editorial Design
- Competitive Analysis & Performance Optimisation
- Stakeholder Engagement & Cross-Functional Collaboration

## EXPERIENCE

### Marketing Executive

HIREACE, Bargain Rental Cars & Trip Rentals | September 2025 - Present

- Develop and execute integrated marketing strategies across three distinct brands, using analytics and competitive insights to inform campaign development, audience segmentation, and channel optimisation
- Manage and optimise paid advertising campaigns across Google Ads and Meta platforms, monitoring performance and adjusting strategy to maximise ROI
- Write and design SEO-optimised blog content, web copy, and branded visual materials including infographics and promotional content using Adobe Creative Suite
- Design and implement targeted email campaigns using Brevo, managing strategic audience segmentation across B2B and B2C customer bases
- Lead competitive analysis and multi-channel campaign performance evaluation to identify opportunities and optimise marketing investment
- Collaborate with cross-functional teams on brand development, website UX improvements, and promotional initiatives

### Achievements:

- Analysed multi-channel campaign performance and developed strategic recommendations demonstrating radio advertising inefficiency (\$5.57-7.50 cost per visit vs. \$2.38 for Google Ads), informing budget reallocation discussions

- Improved AI search visibility score through strategic content creation and website optimisation recommendations, including SEO-optimised guides & content and structural improvements to navigation and content hierarchy
- Developed data-informed email marketing strategy following comprehensive campaign analysis across segmented audiences, identifying critical deliverability and engagement patterns across both Hireace and BRC brands
- Successfully launched third-party customer rewards programme, managing end-to-end campaign including EDM design and copywriting, point-of-sale marketing materials, and branch setup coordination across 16 locations

## **Senior Graphic Designer**

NZME | January 2021 – May 2025

- Partnered with editorial teams to translate audience insights, content goals and editorial strategy into compelling visual storytelling across newspapers and magazines.
- Implemented AI tools to improve my workflow efficiency and consistency.
- Contributed to process improvements, training, and adoption of new design software.

### **Achievements:**

- Viva won Voyager 2025 Newspaper Magazine of the Year.
- Featured in Shorthand's international newsletter for innovative long-form digital storytelling.
- Mentored junior designers.

## **Freelancer/Consultant**

2017 – 2025

- Marketing and advertising consulting for a US-based AI software company (campaign input, research, and data analysis).
- Contracted by NZME for editorial design projects.
- Designed promotional material and managed communications for Waitemata Rugby Club events and fundraisers.
- Product design for Sharp Serviettes for Countdown's summer and Christmas campaigns (2018 & 2019)

### **Achievements:**

- 98% pick-up rate for the Countdown Christmas and summer range so I was resigned to design for the following years range.

## **Owner**

Childish Hearts Online Boutique | 2016 – 2020

- Developed and executed business strategy for e-commerce venture, from brand development and competitive positioning to multi-channel marketing campaigns and customer acquisition.
- Designed and executed digital campaigns, incorporating influencer collaborations and user-generated content.
- Designed, wrote copy, built and maintained the e-commerce web store on Shopify
- Built the CRM database from 0 up and prepared, weekly EDM's.
- Designed my own label of home decor and art
- Managed wholesale accounts and stock ordering

### **Achievements:**

- Developed data-driven content strategy that grew combined social following from 0 to 8,492 in under 18 months through targeted campaigns and strategic influencer partnerships in the parenting space.

- Increased brand awareness and customer engagement through targeted campaigns and working with UGC creators in the parenting space.

## **Marketing & Design Lead (Pro Bono)**

Wandering Angels Animal Sanctuary | 2017 – 2024

- Developed and implemented a full marketing strategy including branding, digital campaigns, and fundraising initiatives.
- Designed new brand identity and guidelines to strengthen communications.
- Built and managed the sanctuary's website, enabling online donations and increasing fundraising capacity.
- Provided training and support to volunteers on digital tools and communications.

### **Achievements:**

- Developed and executed strategic marketing plan to support sanctuary's transition to registered charity status, resulting in increased brand awareness, donor acquisition, and corporate sponsorship growth.
- Boosted online engagement and contributions through a rebuilt multi-page website and integrated campaigns.
- Secured corporate sponsors via strategic branding and targeted outreach.

## **Editorial Designer & Features Writer**

NZME | 2012 – 2016

- Created editorial layouts, sales presentations, and promotional content.
- Travelled on familiarisation trips and took photos and wrote editorial content for the NZ Herald Tuesday Travel magazine

### **Achievements:**

- Led redesign of TimeOut magazine, nominated for a Canon Media Award.
- Contributed to NZ Herald redesign and published travel features.

## **Creative Services Designer**

APN MEDIA SERVICES | 2008 – 2012

- Designed advertising and promotional campaigns for print, online, and POS and marketing sales collateral.
- Mentored junior designers
- Supported workflow management allocating jobs to a team of 12

### **Achievements:**

- Designed NZ Herald Creative Department logo that won in an internal design competition.
- Contributed to SKY TV NZ concept that won an industry award for the agency.

## **ADDITIONAL ROLES**

### **Fleet & HR Administrator**

Jucy Group | 2016 – 2019

- HR assistant helping prepare and check employment contracts, on and off boarding staff
- Payroll for a team of 65
- Vehicle safety and compliance; ensuring database of vehicles is up to date and all rental vehicles in the fleet were road legal eg; current COF's, registration & RUC's.

### **Junior Rugby Committee Member (Pro Bono)**

Waitemata Rugby Union | 2021 – Present

- Designed promotional campaigns and supported community growth of junior rugby
- Email management and campaign planning
- Calendar management for junior events
- Fundraising planning and events

## **EDUCATION BACKGROUND**

**Graduate Diploma in Business (Marketing)**

Unitec | 2022

**Graduate Diploma in Advertising Creativity**

AUT | 2011

**Diploma in Computer Graphic Design**

Natcoll (now Yoobee) | 2007

## **REFEREES**

Available on request