

# Laura Hutchins

## MARKETING & BRAND PROFESSIONAL



### 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

**Marketing professional specialising in brand development, content strategy & creation, and data-driven campaign management across media, retail, tourism, and commercial sectors.**

Proven track record building brands from the ground up and managing multi-brand marketing portfolios with measurable results. Skilled at developing integrated marketing strategies informed by analytics, competitive insights, and customer behaviour data. Combines strategic planning with hands-on execution across digital channels, SEO and AEO-optimised content creation, email marketing, and paid advertising. Currently implementing AI search optimisation strategies to improve brand visibility in AI-powered search results. Strong background in e-commerce growth, customer segmentation, and conversion optimisation. Brings the competitive advantage of in-house design capability, enabling rapid campaign execution and brand consistency. Over 17 years' experience with formal qualifications in Business Marketing and Advertising Creativity.

### KEY SKILLS

- Strategic Planning & Campaign Development
- Content Strategy, Copywriting & SEO/AEO Optimisation
- Data Analysis & Marketing Analytics (GA4, RCM, Brevo, Mailchimp, HubSpot)
- Brand Development & Multi-Brand Portfolio Management
- E-Commerce & Website Management (Shopify, WordPress, Wix, WooCommerce, Squarespace)
- Digital & Social Media Campaign Management (Meta, LinkedIn, Google Ads)
- Email Marketing & Customer Segmentation
- Conversion Rate Optimisation & UX
- Competitive Analysis & Performance Optimisation
- Stakeholder Engagement & Cross-Functional Collaboration
- Design & Creative Execution (Adobe Creative Suite, Photography, Editorial)

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### EXPERIENCE

#### Marketing Coordinator →

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

Brand management and integrated marketing strategy across three distinct rental brands (commercial and leisure vehicles) operating from 17 branches nationwide. Lead data-driven campaigns across Google Ads, Meta, email marketing, and SEO-optimised content, informed by GA4, RCM system, and email platform analytics.

#### Key Responsibilities:

- Develop content strategy and write SEO/AEO-optimised blog content, web copy, and landing pages to improve organic and AI search visibility
- Analyse customer behaviour patterns to map customer journeys and develop targeted campaigns for active, warm, and lapsed customer segments
- Manage website content across multiple brand sites and design segmented email marketing campaigns with B2B and B2C personalisation
- Monitor paid advertising performance across Google Ads and Meta, conducting competitive analysis to identify market opportunities and optimise ROI
- Create branded visual materials including point-of-sale signage, infographics, and campaign assets using Adobe Creative Suite

#### Achievements:

- Analysed multi-channel campaign performance demonstrating radio advertising inefficiency (\$5.57-7.50 vs. \$2.38 cost per visit for Google Ads), informing budget reallocation to digital channels
- Improved AI search visibility score through strategic content creation and website optimisation including SEO-optimised guides and structural navigation improvements
- Developed data-informed email marketing strategy following comprehensive campaign analysis, identifying critical deliverability and engagement patterns across both brands
- Launched third-party customer rewards programme managing end-to-end campaign across 17 locations including email design, copywriting, and point-of-sale materials

#### Marketing & Design Lead →

Wandering Angels Animal  
Sanctuary | 2017 - 2024 (Part Time)

Developed and implemented comprehensive marketing strategy to support the sanctuary's transition to registered charity status. Led brand development, digital campaigns, fundraising initiatives, and volunteer training on digital tools.

#### Key Responsibilities:

- Designed new brand identity and guidelines to strengthen communications and donor engagement
- Built and managed multi-page website enabling online donations and improving fundraising capacity
- Developed integrated digital campaigns and strategic outreach to secure corporate sponsorships
- Provided training and ongoing support to volunteers on digital marketing tools and communications

#### Achievements:

- Successfully supported sanctuary's transition to registered charity status through strategic marketing plan, resulting in increased brand awareness, donor acquisition, and corporate sponsorship growth
- Boosted online engagement and contributions through rebuilt website and integrated digital campaigns
- Secured multiple corporate sponsors through strategic branding and targeted outreach

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### EXPERIENCE (CONTINUED)

#### Senior Designer

NZME | December 2020 – May 2025

Partnered with editorial teams to develop visual storytelling and content strategy across newspapers and magazines including Viva and NZ Herald. Managed editorial design, digital content creation, and long-form storytelling for NZME's nzherald.co.nz Travel & Lifestyle section. Implemented AI tools to improve workflow efficiency and contributed to process improvements and training on new design software.

#### Key Responsibilities:

- Collaborated with editorial teams to align design and content with audience strategy and engagement goals
- Created editorial design and digital content for Viva magazine and NZ Herald Travel & Lifestyle section
- Developed long-form digital storytelling content using innovative formats and visual narrative techniques
- Mentored junior designers and contributed to team training and workflow optimisation

#### Achievements:

- Contributed to Viva winning Voyager 2025 Newspaper Magazine of the Year
- Featured in Shorthand's international newsletter for innovative long-form digital storytelling
- Successfully mentored and developed junior design team members

#### Owner

Childish Hearts Children's  
E-commerce Store | 2016 – 2020

Developed and executed complete business and marketing strategy for e-commerce venture. Managed all aspects including brand development, Shopify store build and maintenance, multi-channel digital marketing, influencer partnerships, content creation, and customer acquisition strategy.

#### Key Responsibilities:

- Built and managed complete e-commerce store on Shopify including product catalog, payment integration, and customer experience optimisation
- Developed and executed data-driven content strategy across social media, email marketing, and product content to drive customer acquisition
- Conducted product photography, wrote SEO-optimised product descriptions, and managed all visual content creation
- Built CRM database from zero and designed weekly email campaigns including product promotions and abandoned cart sequences
- Managed strategic influencer partnerships and user-generated content campaigns in the parenting space
- Handled wholesale accounts, stock ordering, and inventory management

#### Achievements:

- Grew combined social media following from 0 to 8,492 followers in under 18 months through targeted campaigns and strategic influencer partnerships
- Successfully managed all e-commerce operations including website maintenance, product uploads, SEO optimisation, and conversion rate optimisation
- Built engaged customer base and increased brand awareness through data-driven content strategy and UGC creator partnerships

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### EXPERIENCE (CONTINUED)

#### Editorial Designer

THE NEW ZEALAND HERALD |  
2012 – 2016

Created editorial layouts, sales presentations, and promotional content for print and digital. Travelled on familiarisation trips to produce travel photography and editorial content for NZ Herald Tuesday Travel magazine.

##### Achievements:

- Led redesign of TimeOut magazine, nominated for a Canon Media Award
- Published travel features and contributed to NZ Herald redesign

#### Senior Designer

NZ Herald | 2007 – 2012

Designed advertising and promotional campaigns for print, online, and point-of-sale including marketing sales collateral. Mentored junior designers and supported workflow management for a team of 12.

##### Achievements:

- Designed NZ Herald Creative Department logo that won internal design competition
- Contributed to SKY TV NZ campaign concept that won industry award

#### Additional Roles

Graphic Designer | APN Holdings NZ Ltd |  
2004 – 2007

- Prepress and graphic design of advertising for clients. Using Quark Express and then Adobe InDesign and Photoshop.
- Skills: Graphic Design Software · Computer Graphics Design · Artworking · Prepress Proofing · Print Production

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 retail 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