

Summary

In my 30 years of professional marketing and communications practice I've worked my way from cadet journalist to a 10-year stint as Director of Communications and CMO for an enterprise with billion dollar annual revenue. In that role I championed digital transformation and developed my ability to inspire my teams and manage resources effectively. I followed this with a successful consulting practice that was ended by the COVID19 pandemic. In 2021 I accepted a role with the GJI group of companies expanding my professional repertoire to include B2B and performance marketing. Most recently I delivered improvement projects for a number of clients including a three-month engagement with Brismark reviewing services marketing and stakeholder relations. Ideally my next role will combine the strategic analysis and advising at which I excel with the hands on delivery that I enjoy and which first drew me to the field.

Skills

- Communication strategy
- Staff engagement
- Client relationships
- Digital marketing
- Brand management
- Marketing automation
- Stakeholder engagement
- Media relations
- Issues management
- Crisis communications
- Digital strategy
- Campaign management

Career history

General Manager - Operations at GI Media

November 2024 - January 2025 (3 months)

Review and improve operations including policy development and optimising procedures.
Develop a go-to-market strategy for GI Media's digital assets

Senior Communications and Engagenent Executive at Brismark

June 2024 - September 2024 (3 months)

Review and improve services marketing. Review and make recommendations for marketing automation.
Develop a stakeholder engagement strategy

Group Marketing and Brand Specialist at GJI Group

Apr 2021 - February 2024 (2 years 10 months)

Internal consultant and advisor to the owners and general managers of a portfolio of B2B brands. Key focus on brand architecture and strategy, performance marketing, digital strategy, supplier management.

Director at Tony Wilson Communication Strategy

Jan 2017 - Mar 2021 (4 years 3 months)

Consulting practice specialising in communication strategy, digital and organisational transformation

Executive Director, Marketing and Communication at QUT

Jun 2007 - Dec 2016 (9 years 7 months)

Senior Executive leadership role comprising Chief Marketing Officer and Director of Communications responsibilities. 60+staff. Accountabilities across a portfolio including strategic planning, brand stewardship, customer acquisition and retention, website, digital marketing, marketing services, media relations, issues management and crisis communication.

Associate Director, Marketing and Communication at QUT

Apr 2001 - Jun 2007 (6 years 3 months)

Senior management role. Portfolio included advertising and brand, marketing services, agency relationship management

External Relations Manager at QUT northern corridor development

Jan 2000 - Apr 2001 (1 year 4 months)

External relations, Stakeholder engagement, Community consultation, Government relations

Student Recruitment Manager at QUT

Jul 1997 - Jan 2000 (2 years 7 months)

Oversee domestic student recruitment program (publications, external relations, events), Manage multi-disciplinary team, Manage stakeholder relationships

Media Manager at QUT

May 1995 - Jul 1997 (2 years 3 months)

Develop engaging and newsworthy content for a variety of external audiences including news media. Deliver media training and coach senior execs. Manage media relationships for issues and crises.

Communications Officer at Queensland Govt

Nov 1992 - May 1995 (2 years 7 months)

Media and communications roles for a range of Queensland Govt agencies including TAFE Queensland and the Department of Communities

Journalist at Central Highlands Observer (Emerald)

Feb 1992 - Nov 1992 (10 months)

Journalist and sub editor for a weekly regional newspaper

Education

Master of Business (Communication) from QUT

Finished 2004

Bachelor of Business Communication from Queensland University of Technology

Finished 1992

Licences & certifications

Qld Drivers Licence

Issued by QLD Government

Valid until 20 Apr 2028

E-portfolio

Examples of recent work that demonstrates the breadth of my skills can be viewed at www.tonywilson.xyz

Referees

Referees available upon request