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Maria Charlton

B Com MBA FAMI CPM**B2B Marketer & Researcher**

Maria is dynamic, proactive and results orientated marketing director and marketing project manager who specialises in Business to Business (B2B) marketing. She is keen to contribute to the success of businesses that seek contract or short term appointments.

Market Positioning & Strategic Marketing Plans**Skills & Experience**

Planned, designed and completed market positioning statements for national and international firms, including engineering firms, health care providers, educational institutions, councils, professionals associations, land development organisations, carwash companies, distributors, manufacturers, and construction and professional practices. Has a proven track record and expertise in integrating positioning statements with market strategies and plans, branding and communications to create market uniqueness and increase market recognition.

WDS Ltd-Mining 2012- Current

Completed national positioning, strategic market plans and project managed completion of promotional material.

Outcomes

- Designed a single positioning statement
- Provided market focus & direction
- Researched, wrote & produced company capability & services brochures
- Completed copy, design & layout for over 30 technical specification
- Added consistency & uniformity to all written & online communications

Industrial Galvanizers 2011-Current

Industrial Galvanizers is an Australian subsidiary of the international diversified Valmont Industries, Inc. Maria completed a collaborative market strategy and plan for its Australian operations. When this was accepted by the Australian CEO, she helped the company implement its advertising and promotional initiatives.

Outcomes

- Focused & refined salesforce activities
- Provided hardcopy & online sales collateral to assist in sales effort
- Designed & completed a uniform package of promotional material for the company intranet
- Designed & produced advertising material for the national trade press
- Created promotional material specific for its many industry segments

Branding & Creative Communications Projects

Directed, planned and implemented creative communication plans to enhance client market presence and develop a noticeable difference to company recognition. Past clients included economic development boards, training providers, national technology firms, construction, manufacturing, and distribution firms. Brand strategies resulted in the creation and development of unique and differentiated organisations and products that captured and held consumer attention and increased the bottom line.

Metroll Group of Companies 2006-Current

Metroll consist of 26 divisions Australia-wide and each division was producing its own communications. Maria project managed the completion of the national capability for the corporate sector and completed and unified 26 product specifications that are now used nationally.

Outcomes

- Improved branding uniformity
- Produced greater clarity in product offering
- Added consistency to product promotion
- Reduced cost in promotional expenditure
- Allowed for greater efficiency in online promotions

Skills & Experience

Business & Market Research

Using a variety of research technologies, Maria planned, designed and project managed the completion of a variety of research projects especially for technology, social housing, engineering, fishing co-operatives, healthcare, councils, land development, carwash, professional associations and professional practices. The focus of the majority of research projects helped clients to plan, design and launch new marketing positioning, strategies and plans or evaluate market presence.

Compass Housing Services 2012-Current

With the recent merger with Queensland based 4wall, Compass Housing is the largest housing provider in Australia. Maria has project managed its tenant satisfaction research, community research and business research.

Outcomes

- Provided external verification of services quality for auditing purposes
- Generated evaluation of marketing initiatives
- Produced greater clarity & focus of innovative youth services

Online Marketing

Maria was an early adopter of online technologies and online marketing especially for B2B initiatives for engineering, manufacturing, construction and professional associations. She has helped clients to plan, develop, maintain and enhance their online marketing presence and linked online initiatives to sales, sales promotion, customer presentations, advertising and communications. Also Maria has developed entrepreneurial online projects that include www.newcastlebusiness.com and www.northsydneybusiness.com.au, Australian Signatures and Different Bride.

Aussie Outdoor Sheds 2012-Current

Aussie Outdoor Sheds is an Australia wide designer, manufacturer and distributor of quality steel sheds, patios, farm sheds, garages and steel buildings. Maria completed a turnkey online selling website that captured consumer enquiries and funnelled them to its national distribution chain.

Outcomes

- Unified national products offering through the one source website
- Provided a cost effective enquiry generation mechanism
- Placed catalogues, technical specs, promotional & branding material online
- Managed the online website optimisation

Australian Boating College 2010-Current

Australian Boating College is a national accredited training provider of Boat Licence and PWC, Towing courses, Online radio courses, Boat safety. Maria project managed the completion of this online marketing site with ecommerce features.

Outcomes

- Streamlined service offerings
- Funnelled the majority of enquiries online
- Facilitated training course pre-payments via PAYPAL
- Systemised & expedited class bookings

Business & New Product Launches

Has experience and expertise in planning, designing, and project management of numerous new business and product launches that include regional airports, CarLovers Carwash facilities, CarLovers Detail Plus, Motorcycle Tank Armour, numerous healthcare services and products, new distribution and manufacturing branches, professional services, construction firms, technology companies, economic development initiatives and online traders.

CarLovers Carwash & CarLovers Detail Plus-1991-Current

Maria was appointed by the founding managing director of CarLovers Carwash to undertake research, develop marketing strategies and plans, online marketing and to assist in the national launch of numerous carwash franchises and more recently the launch of a related business CarLovers Detail Plus.

Skills & Experience

CarLovers Carwash & CarLovers Detail Plus (Cont)

Outcomes

- Site research & feasibility studies became an accurate predictor of the turnover for each business
- Streamlined the launch, marketing and advertising of each business
- Unified branding initiatives
- Created & developed new product brands
- Designed & developed online marketing initiatives that generated numerous business enquiries

Publishing Services

Maria has had a proven track of success in all aspects of hardcopy and online publishing. Her expertise extends to product innovation, editorial management, editing, selling advertising and managing creative design and layout. Included in her stable of publishing successes are the regional bestseller 'Hunter Food & Wine' that is now in its third edition and the bi-monthly multimedia publication 'Get Ahead Kids®' and ACSIS NEWS.

ACSIS Ltd 2006-current

ACSIS Ltd is an Australia-wide professional association that facilitates Professional Indemnity for Surveyors plus a variety of Insurance & Financial Services catering to the Surveying and Spatial Information industries. Maria was appointed to provide the contract marketing, member research and online initiatives for this association. Currently she is the managing publisher for the biannual magazine ACSIS NEWS.

Outcomes

- Researched and sourced articles in line with ACSIS Ltd member interests
- Project managed every facet of the production of ACSIS News
- ACSIS NEWS is now the major member & trade display promotional tool

Hobbies

Maria is trained in accounting, marketing, economics and management. She enjoys walking, Latin dancing, completing online education courses, swimming and reading.'

Education

2014-2015

Universal Class Internationally Accredited Courses

CRN: 7550188: Internet Marketing Basics

CRN: 8900078: Social Media (Facebook, Twitter and LinkedIn)

CRN: 8900117: Proofreading and Copyediting

CRN: 7550336: MS Word 2007

CRN: 7550287: Advertising, Marketing and Sales Writing

1997

Fellow - Australian Marketing Institute - Australian Marketing Institute

1994

Certified Practising Marketer - Australian Marketing Institute

1989

Associate Examinations Australian Society of CPA's

1982

Master of Business Administration - University of Newcastle

1976

Bachelor of Commerce - University of Newcastle

Employment History

2015-Current	Contract Marketing Manager, Marketing Director & Marketing Project Manager
1989-2015	Managing Director Marketing Advisers for Professionals Pty Ltd T/A MAP Marketing
1988	Part-time Lecturer in Marketing Professional Services University of Newcastle
1987-1988	Marketing Consultant Sanders and Associates
1986-1987	Teacher, Business and Administration Newcastle TAFE
1985	Marketing Manager of Private Hospitals

Professional Association

Certified Practising Marketer, Australian Marketing Institute (AMI)
Fellow, Australian Marketing Institute

Conference Speeches & Presentations

NSW Mentor Program
“Designing your Strategic Marketing Plan”

Institute of Chartered Accountants Congress
“Marketing, the Way to Set Your Own Horizons”

I.I.R. Pty Ltd
“Marketing Your Hospital”

The University of Newcastle
“Marketing Professional Services”

Institute of Surveyors
“Marketing Your Services”

Solicitors Practice Management Association
“Strategic Marketing”

Business and State Development
“Investment Prospects in Macarthur”

Client Testimonials

Metroll Pty Ltd

Maria Charlton has efficiently project managed and completed the research, writing and print management of over 30 Metroll product brochures, the national corporate capability, the Aussie Outdoor, Metroll Newcastle and Poly Pipe websites, and online marketing of these websites.

Ross Baines
General Manager
Metroll Newcastle & Poly Pipe Australia

Bibina

Thank you so much for our beautiful new logo. I didn't think we could ever give up our previous logo. What a difference when I compare both now.

Anne Nicola & Andrew Andreou
Bibina Pty Ltd

ACSIS Ltd

As the managing publisher for the biannual ACSIS NEWS Maria Charlton has shown excellent project management, research, creative, and communications skills

Paul Mather
General Manager
ACSIS Ltd

Tocal Agricultural College

Maria Charlton has helped Tocal Agricultural College to market its Commercial Courses since 1989. During this time she has shown total dedication and provided hassle free outcomes for marketing initiatives that have included research, branding, advertising, planning, editing, producing the College Prospectus (4 editions to date), Tocal Course Outline (4 editions) and hardcopy and online Tocal News (11 years to date). She has been innovative in recommending phone, tablet and other online strategies as a way forward for Tocal marketing.

William Kinsey
Deputy Principal
Tocal Agricultural College

CarLovers Carwash

For over 25 years Maria Charlton has provided research and feasibility, strategic branding and communications and online marketing services for launching and marketing CarLovers Carwash nationally, CarLovers Detail Plus Newcastle, O2 Zone and Motorbike Tank Armour.

Steve Spencer
Foundation Managing Director
CarLovers Carwash

Industrial Galvanizers

Maria Charlton inspired the Industrial Galvanizers Sales and Marketing team by planning and designing a market strategy and plan for the Australian operations and by her creative advertising and promotional initiatives.

Alex Spillett
Brand & Business Development Manager
Industrial Galvanizers (Australia)

Referees Available Upon Request