

Maria Charlton

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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 operates MAP Marketing to help businesses to become distinctive and grow their clients base.

Skills & Experience

Business Development

Business & Economic Development 1995-2020

Maria planned, directed and implemented economic development initiatives for the Macarthur Organisation of Councils, the Hunter, Kuri Kurri Council and Cessnock City Council. Marketing activities included business research and focus groups, strategic marketing planning, oral presentations, advertising, and trade displays. Whilst on contract for the University of Newcastle, Maria completed employer research, strategic planning, and feasibility studies for new courses, for the Creative Industries, Arts and Teaching Courses.

Outcomes

- Greater project awareness
- Increased predictability in marketing activities
- More marketing enquiries
- Identification of strengths, weaknesses, opportunities & threats
- Sharpening of project focus
- Improved certainty of project outcomes

Market Positioning & Strategic Marketing Plans

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.

Industrial Galvanizers 2011-2016

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.

Skills & Experience

Branding & Creative Communications Projects (cont)

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

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 Australian Signatures, Different Bride, www.newcastlebusiness.com.au and www.northsydneybusiness.com.au.

The Dolphin Group Pty Ltd 2020-current

Maria has planned, directed and implemented communications initiatives to promote Dolphin Line Marking and Dolphin Power Cleaning, Graffiti & Pressure Cleaning to increase market awareness and grow their business. Marketing initiatives included branding, website development, promotional products and sales tools.

Outcomes

- Developed distinctive brands
- Project managed responsive websites
- Planned promotional products
- Completed sales tools

University of Newcastle (UON) 2018

In her role as contract Business Development Officer for Arts, Teaching and Creative Industries, Maria completed numerous high school focus groups for the UON catchment schools, employer research to gauge their expectations of Bachelor of Arts graduates, feasibility studies including for the degree in cyber security and numerous on demand marketing activities to match user and influencer expectations for UON Courses.

Outcomes

- Research-led high school student expectations for Arts, Communication & Teaching courses
- Identification of business expectations of Bachelor of Arts graduates
- Feasibility study for cyber security school for UON

James Cook University (JCU) 2016-2017

Through EasyCase, Maria completed a strategic agency market brief to attract mature age students to JCU. By increasing the number of distance education students, JCU aimed to improve its competitive university ranking for distance education. This plan aimed to help JCU to embark on a proactive and focused marketing campaign to attract student 19 years plus.

Outcomes

- Identification of target audiences
- Determination of the brand voice & tone of communications
- Recognition of the branding quality & features
- Articulation of the communication messages
- Identification of how to achieve marketing objectives

Aussie Outdoor Sheds 2012-2016

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

Skills & Experience

Online Marketing (cont)

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 2010-2015

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 & 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.

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 1991-2016

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.

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' 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, 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
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
Poly Pipe Australia**

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 Pty Ltd

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